Saskatchewan Bird Trail

Framework Strategy

Prepared for

Saskatchewan Wetland Conservation Corporation

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July 31, 1998

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Dear Sharon:

We have great pleasure in submitting this two part report for *The Saskatchewan Bird Trail Strategy* project - *Part 1, the Framework Strategy* and *Part 2, the Community Planning Guide*. The reports respond to the needs identified by the Steering Committee and the Community Workshops.

The project has been both informative and creative, and you and your Steering Committee are to be congratulated for initiating work on such an innovative project, and one with such potential to complement Saskatchewan's current initiatives.

The cooperation received from the SWCC, the Steering Committee and other participants has been particularly helpful. The work with the Anchor Sites, in the form of Community workshops at Chaplin and Quill Lakes was an integral part of enhancing understanding and idea generation, both for developing some of the contents of the reports, as well as providing the participants with an outside catalyst for renewed energy and focus. The attendees were extremely enthusiastic and collectively had many fine ideas, which bodes well for the future success of these areas as bird watching destinations.

The challenge will now be for your own and other provincial agencies, to begin to use the Framework Strategy, and to come together to initiate coordinated action, to successfully implement key phases of the Strategy.

Best wishes

Pam Wight

PAM WIGHT & ASSOCIATES

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1. Introduction

The Saskatchewan Wetlands Conservation Corporation (SWCC) has initiated the Saskatchewan Bird Trail Strategy project. They recognise that Saskatchewan has magnificent and diverse birdwatching opportunities, from the grasslands in the south to the boreal forest of the north.

Saskatchewan lies almost at the centre of North America, and is used as a staging area for many species of birds during their northward and southward migration. From May, there are waves of migrating birds stopping to rest and feed before continuing to northern breeding grounds. The large size and shallow waters of some of the prairie lakes make them natural nesting and stop-over sites for shorebirds. Not only the birder, but the interested nature tourist and local recreationist could not fail but be impressed by the sheer volume of migrating birds. But in addition, there is a tremendous diversity of shorebirds, songbirds, waterfowl and other species. In addition, Saskatchewan hosts a number of rare, endangered and threatened species.

In recognition of the tremendous value of some of the specific locations in Saskatchewan, two areas have been designated Western Hemisphere Shorebird Reserve Network (WHSRN) sites, there are two RAMSAR[1] sites, and Saskatchewan has the first declared North American bird sanctuary. Although the relative value of Saskatchewan's bird resources are well known among birders, they are little known to the general public, whether travelling or local.

SWCC is interested in maintaining the conservation values of many of the sites which are prime potential birdwatching sites, and also wishes to see benefits from birdwatching accrue to the local communities, through economic and other development opportunities related to tourism. This document is the Framework Strategy for a Saskatchewan Bird Trail, which conceptually discusses a Bird Trail at the provincial level. In addition to this document, a Part 2 companion piece, the *Community Bird Trail Planning Guide*, is intended for use at the local level. It provides step-by-step activities for local individuals and groups who wish to tap into the concept of, and link with a provincial Bird Trail, and it forms a kind of template for the planning process, intended to be modified during use, on the basis of community wisdom and application.

Bird watching is the fastest growing segment of ecotourism markets, which themselves are increasing rapidly. However, not only keen birders, but all types of tourists, are becoming interested in nature tourism, particularly birding, which opens up great possibilities for Saskatchewan. The concept of a Saskatchewan Bird Trail Strategy fits extremely well with other provincial strategic plans related to ecotourism, agritourism and other tourism opportunities. In addition, it is a natural extension of some of the vertical marketing thrusts which the province has recently embarked upon, with Birdwatch Saskatchewan being one of the more relevant.

It is hoped that both the Bird Trail documents will provide some measure of guidance to agencies, groups and individuals who currently see the potential at the resource level, and seek to conserve that resource, while enabling communities and the province as a whole to tap into the opportunities

[1] In 1971, in Ramsar, Iran, The Convention on Wetlands was signed, recognising wetlands of International Importance as Waterfowl Habitat.

in a coherent and practical manner.

2. What is a Bird Trail? How Does it Work?

2.1 Thematic Linkages

A particular natural attraction (such as a bird resource - or even a single species) is very infrequently viewed in *isolation* by the nature-based tourist. The ecotourist and nature tourist experiences attractions in the context of the natural ecosystem to which they belong. This appreciation is furthered if they can also be experienced within the human social and cultural system.

Thematic linkages are not new in tourism. These links have been made at the marketing level more often than in product development, although these aspects have been coming together more recently. The United Kingdom has been a leader in developing Trails with a thematic link. Examples are the Cathedral Trail, the Whisky Trail, the Castle Trail, the Heritage Trail, and other cultural products. These are described for visitors in written materials, and also in specially designed directional signage. Naturally, each site is a well-developed product.

A Bird Trail is essentially a group of sites or nodes which share similar characteristics related to birds. Each destination has its own unique combination of features and appeal, and each refers to other bird trail destinations, in order to "share the benefits" of visitation, and mutually strengthen each other. Links may be made by geography (e.g., Texas, Florida, or any of the other states now beginning work on their own Bird Trails) or by bird type (Guatemala's Scarlet Macaw Trail). However, it is likely that at the site level in Saskatchewan, numerous tourism attractions, services and facilities will be available and presented, other than those strictly related to birds.

2.2 Scale

There are already hundreds of local bird or nature trails across the continent - these are micro destinations around a lake, river, ocean, forest, etc., where walking is the primary means of locomotion. Some are called bird trails, e.g., the Bluebird Trails and Sandpiper Trails. However, these should be clearly differentiated from a large regional effort at state or province-wide scales. It is the *linking* of these sites that makes a Bird Trail. It creates a critical mass of attractiveness and mutual benefit. These may be at regional scales or state wide.

2.3 Taps into Market Trends & Marketing Opportunities

An advantage of a Bird Trail is that it taps into many of the growing trends in tourism today, and for the future. These are:

nature tourism and ecotourism
soft adventure
participatory experiences
birding
education
environmental concern

A Bird Trail brings a unifying and concrete aspect to these motivations, presenting excellent marketing opportunities.

3. Who is Interested In Birds?

3.1 Birdwatchers

3.1.1 Birdwatching is Growing Rapidly

This section deals with both ecotourists and birdwatchers. However, since considerable materials are already available on ecotourism markets for Canada and Saskatchewan, the main focus here is on summarising birding markets.

Bird watchers have become the largest of all nature-watching groups worldwide. Sometimes, it seems extremely hard to differentiate between the amateur and the professional. However, a ***birder*** is someone for whom looking for birds and identifying them is an avocation, or at least a primary hobby; an ***ornithologist*** looks at birds, at their behaviour, anatomy and abilities; and a ***naturalist*** appreciates birds in association with other living things and their environment. Birdwatching is of interest to all these types.

In addition, it is expanding into most segments of the population. In 1997, the US National Survey of Fishing, Hunting and Wildlife-Associated Recreation indicated that 96% (42.2 million) of the 44.1 million who observed wildlife around their homes, fed or observed *birds*.

Birders are being increasingly wooed by tourism destinations worldwide. They are attracted to a destination by four essential ingredients (Ceballos-Lascurain 1998):

good birds
people who know birds and can identify them
an efficient communication system
appropriate accommodations

There are really no precise numbers of birdwatchers available. In 1991 in the US, 30 million people took trips for the primary purpose of observing, feeding, or photographing fish and wildlife in the US. *Birds attracted the largest number of people, 24.7 million (82.3%).*

The US national survey of Recreation showed that people who *watch* wildlife outnumber anglers 2-to-1, and outnumber hunters 5-to-1.

Wildlife-Related Recreation in the US

	Number (millions)	% US Population	Expenditures (billions)
Hunters	14.1	7	$12
Anglers	35.6	19	24
Wildlife Watchers	***76.1***	***39***	***18***
Unspecified			5
TOTAL	**108.7**	**57**	**59**

U.S. Fish & Wildlife Service 1993

However, it should be noted that:

69% of hunters also fish
27% of anglers also hunt
57% of hunters also watch wildlife
50% of anglers also watch wildlife

In fact, seeing wildlife is a very important part of a successful hunting or fishing trip. Thus other markets than "strict" wildlife viewers should be targeted as being interested in wildlife viewing. As Herron (1993) says, since there is no single type of wildlife recreationist, a successful nature tourism effort should probably cater to wildlife in general.

Type of Species	US Participants who Took Trips to Observe, Feed or Photograph Wildlife (millions) in 1991
Birds, total	24.7
Waterfowl & shorebirds	19.1
Birds of Prey	12.8
Other birds	15.9
Land mammals, total	22.5
Fish	10.1
Other (turtles, butterflies, etc.)	14.7
Marine mammals	3.1
Total Respondents	**30 million**

Herron 1993

Six years later, the 1997 National Survey of Fishing Hunting and Wildlife-Associated Recreation, found that 75% (17.7 million) of those who took trips for the primary purpose of observing, feeding or photographing wildlife in the US (23.7 million), were specifically attracted to birds. Most recently, the US National Survey on Recreation and the Environment showed that the numbers of people who took part in bird watching increased from 21million in 1982/3 to 54 million in 1994-1995. *This represents a 157% increase in 12 years* (Gustaitis 1997). Another study estimates that in 1990, 80.6 million Americans participated in birdwatching, and suggests that by the year 2050, this will have risen to 127.8 million (Newsweek 1997).

The increase in the numbers of birders can also be imputed from the soaring membership of the American Birding Association (from 6,000 to ~21,000 between 1990 and 1997), and subscriptions to *WildBird* magazine (62,000 to 180,000 between 1990 and 1995) (Ceballos-Lascurain 1998).

Canada does not have such wide ranging information on sector-specific visitors and expenditures as birding. However, the information available from Filion el al (1991) supports the data from the US.

Activity 1991	Canada	Saskatchewan
Residential wildlife related activity	69.5%	68.6%
Primary non-consumptive trips or outings (photo, feed, study)	***18.7%***	***16.3%***
Indirect wildlife activities (TV etc.)	84.7%	86%
Incidental enjoyment as part of other trips or outings	35.9%	

Filion et al. 1991

Today, 30% of adult Canadians go on outings specifically to watch birds, and 20% describe themselves to Statistics Canada as "studying birds". Almost every bird festival is recording an increase in attendance, and any time that several thousand people visit a location, there is bound to be a significant local economic impact. The sightings of rare species, similarly, can draw thousands of people who would like the opportunity to view it, and these will very often come from considerable distances.

3.1.2 What are the Market Characteristics of Bird Watchers?

Studies of birders at 8 Fish and Wildlife Service National Wildlife Refuges throughout the US were conducted in 1993 and 1994 (Kerlinger 1995). Birders numbered from 17,000 to ~200,000, depending on the refuge. Their characteristics are presented in the following exhibit, and are compared with characteristics found in those birders who participated in the 1989 Christmas Bird count in locations all over the US:

	1993/94 Birders at 8 US Wildlife Refuges	*1989 Birders who participated in the US Christmas Bird Count*
• gender	- 54% male, 46% female	- 63% male, 37% female
• age	- mid 40s to lower 50s on average	- av. 47 (men 45, women 51)
• income	- much higher than average family income ($40,000-$80,000US)	- $25,000-35,000US (excluding 17% who were students)
• education	- much higher than national average levels (>70% had attended some college)	- >74% graduated from college (38% had 1 degree, 11% 2 degrees)
• party	- >50% travel with their spouse (tends to be family oriented)	- n/a
• years birding n/a		- 19 (men 20, women 18)
• time spent birding n/a		- 93 days in 1988 (women 104, men 87)
• employment		- 26% retired, 17% students)
	(Kerlinger 1995)	(Wiedner & Kerlinger 1990)

Studies of birders at Point Pelee National Park, Ontario, found:

- education - 62.4% are graduates or higher
- income - higher than average ($57,00 average household income)
- expenditures - $3.8 million during spring birding, $6.3 million net overall value

All studies agree that, overall, birders are very well educated, have higher than average incomes, include males and females, with slightly more males than females, and are aged in their 40s and 50s on average.

• *3.1.3 Travel for Birding Purposes*

In 1986, *at least 13.1% of all Canadians took special trips to observe, photograph or study birds* (Jacquemot and Filion, 1987). This has been increasing. There have been a series of studies of the values of wildlife to Canadians, which indicate that large percentage of Canadians participate in wildlife related activities, and *those who took trips to observe, photograph or study birds rose to*

18.7% in 1991. Canadians are clearly a good potential market for a Bird Trail.

One of the most interesting developments of birding is "birding tourism" where people ("birders" or specialists) travel to very distant or isolated places, to observe a bird and add it to their list. Birding tourism is now seen as a sub-set of ecotourism, consisting of people travelling to natural areas to observe birds in their wild habitats. This activity brings an economic dimension and is already providing many socioeconomic benefits to local communities both in developing and developed countries, as well as providing an instrument for conservation.

There are a huge number of tour operators which specialise in offering bird tours in every corner of the globe. Most are based in the US, Canada, and the UK. But numbers continue to increase elsewhere. Some of these companies are listed in the appendix. They are often successful because they have excellent quality bird experts and guides.

Two thirds of the American Bird Association (ABA) membership take more than 10 trips a year to watch birds, spending, on average, more than $3,000 per year on their trips. The ABA, like SWCC, feels that encouraging bird watching will give the communities the tools to convince stakeholders of the importance of natural areas as a source of community income, besides their intrinsic value.

In 1988 alone, US birders averaged 2,763 miles for birding trips (av. 8 trips of over 100miles per year) and 0.59 airplane flights (2.53 in previous 5 years), and averaged 0.50 car rentals. This indicates that when flying, they rent a car, implying considerable advantage to local lodging and other services. Also, 60% went to foreign birding destinations, the principal destination being Canada (32%), which represents overall about 20% of the birders sampled (Weidner & Kerlinger 1990). Since the US is a prime general tourism market for Canada, this is an important finding.

Expenditure Information for Birders	
Accommodation	
Campgrounds	26%
Hotels/motel	45%
both	27%
Restaurants	
yes	82%
no	15%
sometimes	4%
Average number of nights away birding	13
Professional Tours	
yes	28%
cost	$150 excluding air fare and meals
Average payment to tour companies	$42
Average Yearly Expenditure per Birder	**$1,852 US**

Weidner & Kerlinger 1990

3.2 Ecotourists and Nature-Oriented Travel Markets

3.2.1 Ecotourists

Ecotourists, as markets, have been well described elsewhere (e.g., HLA Consultants and ARA Consulting, 1994). However, suffice it to say that ecotourists are extremely well educated, come from all age ranges, have higher than average household incomes, are equally males and females, take more vacations than average, and travel out of state or province. The chart overleaf shows some tourism market shifts and key ecotourism market trends, which assists in positioning for the future.

The US national survey (1991) found that 39% of the general public enjoy looking at wildlife near home:

34%	feed wildlife
28%	watch wildlife
9%	photograph wildlife
8%	visit park areas
7%	plant for wildlife

Those who travel to watch wildlife have slightly different preferences, with watching (rather than feeding) being the predominant activity:

15%	watch wildlife
7%	photograph wildlife
7%	feed wildlife

More general nature tourism is attractive for expanding some of the hunting markets that currently visit Saskatchewan. These markets are less seasonal, more family oriented, and appeal to folks in slightly higher income levels. Ecotourists primarily travel to see, experience and learn, particularly about nature. However, they are also interested in cultural experiences, and some form of physical activity, which may range from "hard to soft". In fact, the learning opportunities for ecotourists need to be facilitated.

These markets may very well bring along books or brochures, and provide their own education. However, more likely, they require help. Commercially guided tours help, and so do good directional and interpretive signage, as well as other features (knowledgeable locals, interpretive facilities, kiosks, signed lookout structures, reference materials, etc.).

3.2.2 Saskatchewan Wildlife Viewers

The 1991 survey of those who take at least one primary wildlife oriented trip reveals sociodemographic information about Saskatchewan residents who view wildlife, shown on a following chart.

Studies as part of the Saskatchewan Forest Habitat Project (SFHP) provides further useful information. For the purpose of the SFHP study, these were the members of Nature Saskatchewan. One important finding was that Birdwatching was the most popular activity while on wildlife viewing trips (42%), followed by general wildlife (14%), viewing vegetation (9%), camping (9%)

and hiking (9%). Most listed multiple recreation activities, suggesting the needs of wildlife viewers may require managing for several activities in conjunction with viewing (MacFarlane 1998).

Market is Shifting From "Traditional" Tourism to Ecotourism-Related Values

Tourism Component	*Traditional Tourism*	*Current and Future Tourism & Ecotourism Market Trends*
Facilities/ Accommodation	Accommodation as bed	Accommodation as part/facilitator of the experience
	Accommodation provides luxury and pampering	Accommodation as extension of the conservation ethic
	Accommodation an "island" enclave	Accommodation integrated with surrounding environment
	Upscale design & operation	Environmentally sensitive planning, design & operation
Service	Functional requirements of the guests	Total experience of the guests; understanding their activity, intellectual, spiritual & other needs
Luxury	Structures to service guests	Environments available to guests
	Mid range to luxury	Basic budget to mid range
	Fun	Education, satisfaction, appreciation
	Service	Style
Marketing	Mass markets	Specialty market niches - nature/adventure/culture/education
	Enjoyment	Wilderness ethic, environmental stewardship, enlightenment
	Sell image	Describe benefits plus responsibilities
	Green image (eco image)	Green reality (eco ethic)
Programming	On-site activities	On-site experiences, plus off-site nature-based activities & experiences
	Contact during vacation, possible education	Contact and education: pre, during, and post-vacation
	Observing & relaxing	Experiencing & being active
	Activities specific & specialised, few to no guides	Activities and experiences interlinked, often guided
Motivation	Nightlife, attractions, dining, shopping	Uncrowded, remote, learning about nature/culture, wildlife viewing, & physical challenge
Benefits	Operator ($)	Resource, community, operator (varied benefits)
	Customer benefits during vacation	Benefits last longer than actual vacation
Measures of Success	Volume-based	% of repeat visits and word of mouth
	Number of visitors	Customer enlightenment & commitment
	$$ spent	Community & operator quality of life, cultural renewal & pride
		Spreading out visitation period
		Positive economic impact & viable business
		Resource conservation

Wight 1997

Age and Household Income of Saskatchewan Wildlife Viewers

Age	Wildlife Viewers (n = 504)[1]	1991 Saskatchewan Population (>15) (n = 738,675)[2]
15-19	.6	9.7
20-29	7.1	18.7
30-39	12.5	21.0
40-49	18.1	14.9
50-59	17.1	11.3
60-74	33.3	16.0
75 & over	11.3	8.3
Income Level $	**(n = 475)**	**(n = 363,150)**
0-20,000	17.5	30.1
20,001-40,000	32.2	30.8
40,001-60,000	25.9	21.0
over 60,000	24.4	18.2

1. McFarlane 1998 2. Statistics Canada 1991

Wildlife viewers differed from the general population in that there were slightly more males, they tended to be older, they had a higher level of education, and higher houshold incomes. They also tended to be more urban than the Saskatchewan population: half were from Saskatoon and Regina, compared with only 41% of Saskatchewan residents aged 15 and older. On average, wildlife viewers were members of 2.30 wildlife-related organisations (68% were members of 2 or more organisations, suggesting most respondents were members in organisations other than Nature Saskatchewan, from with the sample was obtained). Most also considered themselves to be relatively experienced viewers.

The wildlife viewers were more likely to hunt than the general Saskatchewan population, and 21% had hunted in the last 5 years (compared with only 10% of the provincial population). These results indicate that some of the wildlife viewers in the province are dual users of the wildlife resource participating in both consumptive and nonconsumptive wildlife-related activities (McFarlane 1998). The attitudes toward wildlife demonstrate support for ecological and social significance of wildlife, including a 55% agreement that local economiews should benefit from economic activity associated with wildlife-related recreation.

The reasons for wildlife viewing were overwhelmingly *appreciative* - 79% of respondents ranked as important or very important the overall experience of being in a wilderness setting. Other reasons relate to *achievement* (seeing as many different species as possible seeing a species I've never seen before seeing a rare or endangered species) or *affiliation* (companionship of friends/ family/ relatives). The overall findings suggest viewers take trips primarily as a means to enjoy nature.

The favourite viewing sites were Prince Albert National Park (14%) and the Cypress Hills (12%), and others were Last Mountain Lake, the Qu'Appelle Valley and the City of Saskatoon. On average, viewers made 10.7 viewing trips in the year, travelling an average of 236 km for one trip, with the average length of a trip being 1.9 days. The majority of trip descriptions were to the Prairie ecozone.

4. Why is Interest in Birding Important in Saskatchewan?

4.1 Conservation Benefits

The benefits of birding are many and various: these include conservation, community benefits, education, economic and promotional benefits. By preserving and managing open land for a variety of wildlife-associated recreation (including consumptive and non-consumptive), there can be important conservation and protection functions fulfilled. Less well known are the potential economic and community benefits possible.

There are numerous conservation benefits related to valuing birds in Saskatchewan. Clearly, the bird resource depends upon the habitat which sustains it, even if it is not used year round. Valuation of the resource base may lead to improvement of land use policies and management practices. The conservation of birding resources enriches and continues wildlife diversity.

Bird habitats are available for multiple uses (other species as well as human use), and thus wildlife tourism as a whole may benefit. In addition, often, these areas are able to be used for recreation and other human activities. Those same habitats which support certain birds, may also support species which are valued for consumptive use. Since hunting is of major importance to many Saskatchewan communities, this has a double benefit.

4.2 Community Benefits

Birding can provide significant benefits to local communities, including financial and employment opportunities. Opportunities exist for employment as tour operators and providers of knowledge, services, facilities and products.

Local community involvement in planning and developing activities, and protecting natural areas, assists in ensuring positive interactions between communities and tourists. Early involvement enables local communities to be proactive to maximise the benefits of tourism. Also, local people develop personal and historical attachment to natural areas used for birding that aids their long-term protection.

4.3 Economic Benefits

Huge expenditures are made by birders. Foot (1996) indicated that there were 65 million US birdwatchers who spend $5.2 billion annually on bird-related products. Kerlinger (1990) surveyed US birders who had participated in the Audubon Society's Christmas Bird Count (43,000 participants), to determine how much they spent on their pastime. It amounted to $1,852 US per year on average, per birder.

Summary of Birder Expenditures, on Average

Expenditure	Total US $ Spent/Birder/Year
Travel	148
Automobile	829
Car Rental	38
Hotel/motel	99
Campsite	28
both Campsite & hotel/motel	44
Meals	160
Total for Travel	**$1,317**
Birding Tour Expenses	42
Miscellaneous Items	
Books	77
Magazines	32
Conservation Organizations	62
Bird Artwork[1]	56
Other Paraphernalia[2]	172
Optical Equipment	
Binoculars	53
Scopes	30
Tripods	10
Total Optical Equipment	**$90**
Christmas Bird Count (fee)	4
Total Annual Expenditures/Birder	**$1,852[3]**

1. prints, paintings, sculptures, posters, photographs, calendars
2. camera equipment, film, recording gear, rain gear, vests, insect repellent, sunscreen, etc.
3. Subtotals do not add precisely, due to rounding of individual numbers

Wiedner & Kerlinger 1990

The total economic input of non-consumptive use of birds in the US was $15.9 billion in 1991. In addition, Southwick (1995) found that there were 191,000 full and part-time jobs, supported by birders, and $5.2 billion in revenue for goods and services. Expenditure categories were:

Major US Birder Expenditure Categories	
Expenditures (million $ US)	*Equipment* (million $ US)
$946.7 - food, drink and refreshments	$835.8 - bird food
$621.7 - private transportation	$389.8 - pick-up, camper, van
$454.4 - lodging	$349.8 - off road vehicle
$208.2 - public transportation	$263.6 - film and developing
	$240.3 - cameras, lenses

In the US, Texas is the pre-eminent bird watching destination. In 1991, non-consumptive bird activity generated $155.3 million in retail sales in Texas. Individual destinations and communities have come to realise that birding can have very positive impacts:

- birders to Laguna Atascosa national Wildlife Refuge spend $20 million p.a.
- the 99,000 birders visiting Santa Ana National Wildlife Refuge in 1994 spent $34.5 million, including $14.4 million in nearby communities
- the 75,000 to 100,000 annual visitors to the Aransas National Wildlife Refuge (who come to view migratory birds and endangered whooping cranes) spend about $5 million locally
- 6,000 visitors a year go to High Island, Texas, for spring migration, and spend about $2.5 million locally
- at Cape May, New Jersey, actual spending by birders totalled about $6 millionUS in 1988 (Kerlinger and Weidner n.d.)
- total expenditures of visitors to 8 US wildlife refuges was over $100 million. Nearby, the average birding ecotourist spent $21 to $145 at local communities.

Events can generate significant expenditures. The Texas Rio Grande Valley Birding Festival attracted 1,800 people in 1995 and 1996, generating an economic impact of $1.6 million - an impact of almost $900 per birder. The net economic value of birders at Point Pelee National Park to neighbouring communities was studied intensively between 1984 and 1990. In 1987, the net economic value of birding was over $6 million (Hvenegaard et al 1989). Over 500,000 visited the National Park in 1990, with 60,000 to 80,000 bird watchers per year visiting for the spring passerine bird migration in May, which involves over 20,000 individual visitors.

Considerable economic benefits resulted from wildlife-related activities in Saskatchewan, both consumptive and non-consumptive. Residents spent $173 million on wildlife-related activities during 1991, 28.4% being on recreational hunting, and 44.4% on non-consumptive trips.

Distribution of wildlife Related Expenditures for Saskatchewan in 1991

Expenditures	Primary Non-Consumptive Trips $	Recreational Hunting $	Other Wildlife-Related Activities $	All Wildlife-Related activities $
Accommodation	7.4	2.7	-	10.1
Transportation	15.8	12.6	-	29.4
Food	9.5	4.4	-	13.8
Equipment	39.7	18.8	-	58.5
Other	4.3	10.6	-	15.0
Overall costs for other wildlife-related Activites[1]	-	-	47.1	47.1
Total	**76.7**	**49.1**	**47.1**	**173.0**
%	**44.4%**	**28.4%**	**27.3%**	**100.0%**

1. includes expenditures on natural area preservation, wildlife organisations, residential activities, & incidental wildlife encounters

Source: Filion *et al* 1991

The enjoyment by Saskatchewan residents of their wildlife related activities has been calculated to have an economic value (the amount they would be willing to increase their expenditures by, before deciding to forego these activities). These values were $22 million annually, for all participants. By activity, these values worked out to be worth $10.4 million annually for all hunters (of which $3.7

million was for waterfowl and other birds), and $11.6 million annually for all non-consumptive trips (Filion *et al* 1991). In addition, it was found that wildlife watchers actually spent $33 per day, on average, in Saskatchewan.

The information provides some indications of the value of wildlife to Saskatchewan residents, in terms of expenditures. However, what may be of even more relevance to this study is the fact that a very large number of US residents (1.8 million) visited Canada for the purpose of fish and wildlife related activities in 1991 (three times more than Canadians who go to the US for fish and wildlife related activities). These US expenditures (totalling $842 million), were over 5 times more than that of the Canadians travelling to the US. Thus fish and wildlife tourism creates a trade surplus with the US (unlike general tourism where there is a chronic travel deficit).

4.4 Beneficial Links with Saskatchewan's Strategic Initiatives

Further benefits for Saskatchewan, in pursuing Birding Tourism, is that it links very well with a number of other strategic initiatives which Saskatchewan has recently pursued. These are particularly the Ecotourism Strategy and Agritourism Strategy. In addition, it links well with vertical marketing directions pursued by Tourism Saskatchewan, particularly *Birdwatch Saskatchewan*, as well as some other publications, such as *The Great Trails Getaway Region*.

Also, Saskatchewan has an accreditation program in its ecotourism initiative, where 20 operators have been accredited. Such accreditation would tie in well with any nature tourism (birding) initiative. Further, Saskatchewan already has some excellent micro (site level) self-tour initiatives already implemented, in the form of the sites which are part of the Ducks Unlimited *Nature Watch* program.

All of these elements mean that Saskatchewan is poised and positioned well to move into a Bird Trail project.

1. 5. Comparable Nature Trails and Bird Trails

1.

1. 5.1 Guatemala's Scarlet Macaw Trail

In Guatemala, the Maya Biosphere Reserve was established region to protect regional biodiversity in 1990 in the Peten region, which covers almost 14% of the country's land area. The ProPeten Project was created by Conservation International, the Guatemalan National Council for Protected Areas, and local Peten communities. Its purpose is to promote low impact travel and community development in the region. The Scarlet Macaw Trail is a new ecotourism venture in Guatemala, created in conjunction with the ProPeten project. The Scarlet Macaw is an endangered species, due to loss of habitat and poaching.

The objectives of the project are to prevent further destruction of the forest and wetlands through economic growth which does not deplete natural resources. Guiding principals for the development of the Scarlet Macaw Trail are:

- minimise visitor impacts on the local natural and cultural environments
- maximise the economic benefits and employment opportunities to the local communities involved in operating the trail
- promote respect for indigenous and local cultures visited
- educate ecotourists to be more aware of the region's nature and culture
- use environmentally sound lodging facilities developed by the local communities
- provide economic alternatives to destructive forms of land use
- train community members to manage their own ecotourism projects

A key component of the ProPeten project is participation of local people, and the Scarlet Macaw Trail has brought communities in rural Peten together, along with national and international tourism operators. The community Centro Compesino, located on the Buffer Zone of the Maya Biosphere Reserve, is operating the trail. This community is organised as a co-operative of 63 agricultural families. Their tourism committee was organised in 1994, and they work as a sub-committee of the ProPeten Committee, and have been supported by ProPeten and Conservation International in training and assistance for the promotion of their trail.

The Scarlet Macaw Trail leads visitors through forests and wetlands, and combines a variety of travel experiences - by horse, foot and boat. It involves going along jungle trails and also navigating the Sacluc River to Guatemala's largest National Park - the Laguna Del Tigre. Visitors can see the Scarlet Macaws and other wildlife species in their habitat. In addition to these soft adventure aspects of the trail, visitors are also exposed to cultural aspects, visiting the Mayan El Peru archaeological site (where the Macaws nest), and hill climbing and going on jungle walks. The trail is about 70 klm long, and takes 4 days on some excursions, 8 days on others. The trail is intended to be a commercially guided experience, and accommodation is camping, or in rustic Maya lodges in local villages. A four day guided camping excursion costs US$359 per person.

5.2 The Great Texas Coastal Birding Trail

The Texas Parks and Wildlife Department (TPWD) and the Texas Department of Transportation (TxDOT), joined with local business and landowners to create The Great Texas Coastal Birding Trail. The Trail extends some 500 miles from its origin in east Texas to the Lower Rio Grande Valley along the border with Mexico, and provides visitors to the Texas coast with information on, and easy access to, many of the best birding areas in the state.

The trail is being developed in three phases. Phase I is comprised of 95 discrete sites, varying in size from a diminutive bird sanctuary to the expansive coastal grasslands and marshes of Aransas National Wildlife Refuge and the King Ranch. The Trail parallels the Texas coast in an northeast-to-southwest orientation, with several off-trail loops extending out from the main track of the Trail. These loops lead to adjacent birding sites that contain different habitats and species than might be found along the immediate coast. Nowhere along the Trail, however, is a site more than 30 minutes from the next.

The first phase opened in 1995 and extends from near Freeport south to the King Ranch, a distance of about 120 miles along the Texas coast. It includes wildlife refuges, state parks, and national seashores, nature sanctuaries, bird sanctuaries and Rockport Hummingbird Garden. Some 450 species of birds can be expected at various times of the year within this section of the trail. These include Texas-only species, endangered and rare species, those which are exciting to watch, and a great variety can be seen at any time of the year.

The Great Texas Coastal Birding Trail

Phase 1

Phase two of the trail will extend north and east from Freeport and will include areas near Galveston, Beaumont and on into east Texas. Phase three will extend the trail south along the Texas coast to Mexico, and then along the Mexican border.

$1.5 million in federal funds was spent on developing Phase I of the trail, which includes highway pull offs, bird viewing stations and boardwalks. Free brochures were made available at Texas highway information stations. Each of the Trail's sites is marked with a distinctive sign, and clearly designated and described on the Trail map and in the Trail guide. However, organisers now regret that the brochures were free, since they have no funds for reprints (100,000 were printed, at a cost of $50,000US). They have to charge for the next brochures, thus generating funds for each subsequent printing.

The purpose of the Great Texas Bird Trail was two-fold. First, it was considered that birding along the Texas coast needed to be promoted, particularly considering the isolated nature of many of the most productive sites. Second, communities, businesses and landlords along the Trail were keenly interested in developing a nature tourism industry, and the Trail offers a vehicle by which they may publicize their nature resources and the goods and services they have available. Currently, birding tour companies, local tour companies, and those who distribute birding paraphernalia along or near the trail benefit from the Bird Trail.

The Trail represents a partnership of interests and resources that includes federal and state agencies, county and city governments, chambers of commerce, convention and visitor bureaus, private landholders, not-for-profit organizations, goods and service providers, and local individuals. Although the initial development of the Trail was sponsored by the TPWD, the sustained success of this endeavour is intended to depend upon individuals and community support, along with continued support from TPWD and TxDOT. The Trail is intended to be dynamic, and future growth and expansion will be determined by the interests and desires of both the trail users and supporting communities and individuals.

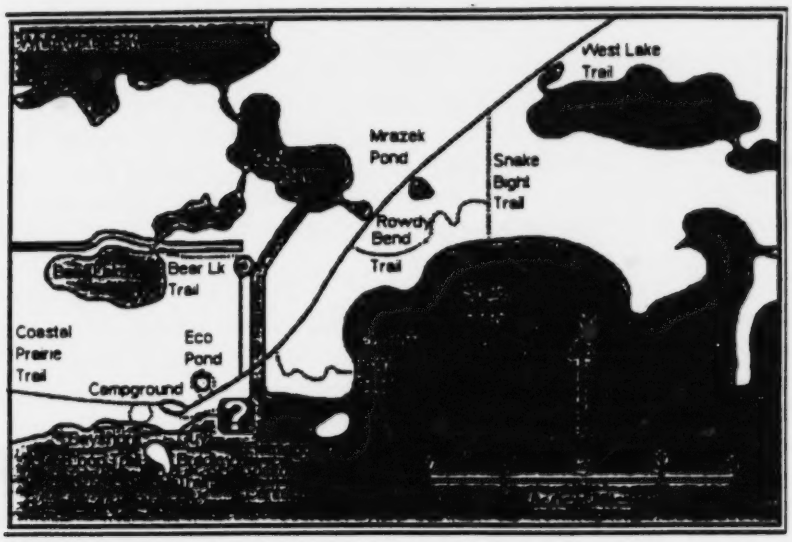
5.3 The Great Florida Bird Trail

The Great Texas Coastal Bird Trail is acting as a model for other jurisdictions. Florida is well under way in developing a Bird Trail, and California, Alabama and Georgia are following its example, too.

Florida has been working on developing its Great Coastal Bird Trail for about a year. Again, the State Department of Fish and Wildlife are coordinating this, and they have significant federal transportation funds for activities (about $250,000US). It, too, is a community-driven initiative. There are already a number of trails to tap into. For example, Everglades National Park's Long Pine area has several key trails which range from ½ mile hiking trails, to 7.5 mile trails, which may involve loops or one way trails. In all, the Long Pine area has 8 significant trails and loops in a 12 mile stretch, which allows various means of locomotion.

Similarly, other areas of the park have been developed, perhaps with boardwalk trails or rougher hikes, and others have long stretches (15 miles) of paved road intended primarily for cycling. In this

system there is infrastructure, such as observation towers, and there are bike rentals and so on available.



Flamingo Area Trails
Everglades National Park

Shark Valley Bike Trail
Everglades National Park

5.4 Canadian Trails

In Canada, there are no provincial Bird Trails, however, there are other trail concepts. In Ontario, there is a bird trail and a map, and in BC, there are many Greenway trails and the Galloping Goose Trail. The Galloping Goose was named after a CNR gas-powered passenger car, and it uses CN railway rights-of-way in Greater Victoria. The Galloping Goose extends along a 46.5 klm section of the right-of-way. Together with Peninsula Trails, they link 100 klm of the region's parks to form a continuous chain of greenspaces. Centennial Trails Trust represents trail interest across Canada, and has adopted part of the corridor as their principle route into Victoria. The purpose of the trail is to develop a continuous non-motorized transportation corridor along the route, promote walking, hiking, cycling and equestrian/recreational opportunities, and to extend the trail even further. There is a small booklet with maps, which includes Trail Etiquette & Tips.

The Galloping Goose trail is only one of many cross-Canada initiatives sometimes called rails to trails. In Newfoundland, what started as a small trail for the Boy Scouts to use, as a community-

based initiative, turned into a ($500,000) ecomuseum. Use of the trail was quite high even in the winter of 1997/98 when the trail was not quite complete.

Prince Edward Island has a concept similar to the Bird Trail - a *Trail and Nature Map*. The map is co-published by the Island Nature Trust (a non-government not-for-profit conservation organisation which implements programs to conserve and/or purchase natural areas) and Island Trails (a not-for-profit advocacy group which originated to promote trail development on abandoned rail lines, but has since expanded to include all trails). The abandoned Rail Lines in PEI were converted into trails, beginning in 1994, creating Confederation Trail, which runs almost the length of the island with a few offshoots, for a total of 227.3 km converted to date. The ultimate goal is the completion of a 350 km trail from coast to coast, including 4 major branches, and a simple xerox map of Confederation Trail has been produced. However, the *Trail and Nature Map* is a glossy, full colour, tourist's map.

The map is an important tool (as is the Great Texas Coastal Bird Trail Map). PEI has developed a range of map silhouette symbols representing birds, animals, marine creatures, and related activities and attractions. These symbols are scattered all over the map where the features may be found. In addition, other tourism attractions are included, in acknowledgment that tourists do not usually have only one trip interest. There are also scenic drives and trails covering much of the island. The exhibit below shows some of the symbol categories for the map.

Prince Edward Island Trail and Nature Map Elements

Birds & Wildlife	*Natural Attractions & Activities*	*Trails & Drives*
• Woodland birds • Coastal birds & waterfowl • Shorebirds • Hawks & owls • Dolphins & porpoises • Seals	• Bird & seal watching tours • Deep sea fishing • Sand dune area • Fresh water fishing • Wetlands • Demonstration woodlots • Kayak/canoe excursions	• Blue Heron Scenic Drive • Kings Byway Scenic Drive • Lady Slipper Scenic Drive • Scenic Heritage Road • Eastern Kings Driving Trail • Confederation Trail/Transcanada Trail (Multiuse Trail) • Hiking Trail

The *Trail and Nature Map* also has an important feature on the map - the "Country Code", a listing of about 9 main appropriate visitor behaviour suggestions. This ties in well with the market segments attracted to nature activities. The reverse side has sections of text on such aspects as: Flora; Fauna; The Forest; Physical Features and Geology; and Rare Wildlife Reports. In addition, it has maps of two urban areas, showing walking trails and heritage tree walking tours.

Unlike Texas, which provided its map for free, and regretted the lack of funds to republish the map, the PEI *Trail and Nature Map* costs $4.50 per copy, enabling receipts to be ploughed back into future publications.

There is a Western Canada guide to palaeontological sites developed to help visitors plan their trip - *The Great Canadian Fossil Trail: A Host of Communities*. It was developed by a group of programmers and site operators, and covers British Columbia to Saskatchewan, and is now a not-for-

profit society. It is intended to create cultural and scientific partnerships, linking palaeontological sites with communities, in order to educate people to protect and preserve the resources. There are three categories of sites listed:

- *Primary sites*, each with an excellent interpretive facility, and an opportunity for first-hand viewing
- *Secondary sites*, which are not strictly palaeontological sites, however, they offer experiences of Canada's natural and cultural heritage
- *Associate sites*, which are palaeontological sites located just outside Canada.

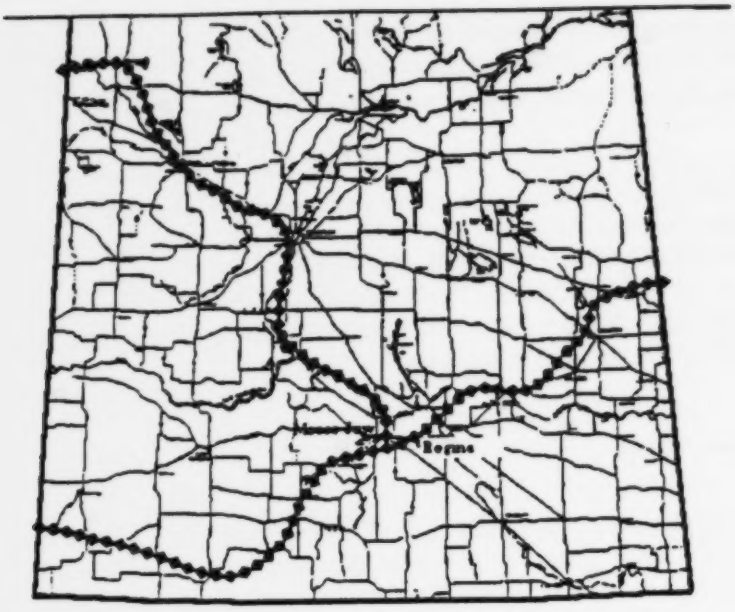
The sites in Saskatchewan are: Cypress Hills Interprovincial Park, Fort Walsh National Historic Sites, Eastend Fossil Research Station, Grasslands National Park, and The Royal Saskatchewan Museum. There is potential to expand this trail across Canada, with interest already shown in Nova Scotia and Ontario.

The Fossil Trail Guide is a relatively simple document, which gives an overview of locations. It then provides a page of relevant information for each site. This site information includes: Location & Suggested Route (highway); Fossil Resources; Programs/Activities; Visitor Services & Facilities; Host Community Services; and Contact Information. This straightforward kind of non-colour guide could be adapted for the Saskatchewan Bird Trail's first small printing, until a more comprehensive (and more expensive) Bird Trail Guide could be developed.

5.5 Saskatchewan Trails

Saskatchewan itself has tourism trails, some listed in the *Great Trails* brochure for the South West region: for example, the Red Coat Trail Highway 13. However, the Great Trails theme is not as focussed and practical for visitors, as with some other trail maps. The brochure descriptions are more general descriptions of a theme, than a practical guide or map, and there is a considerable mixture of themes.

Saskatchewan also has a Trans Canada Trail initiative, and a provincial council. In Saskatchewan, the Parks and Recreation Association (SPRA) is coordinating this effort. The land on which the Trans Canada Trail will be built comes from existing trails wherever possible (abandoned railway lines, federal and provincial parks, alongside existing railway lines and on private land holding granting rights of way). There is an opportunity for partnershipping here.



Saskatchewan's Trans Canada Trail Initiative

At the site level, Ducks Unlimited has developed an excellent series of trail-type tours under what they call the *Nature Watch* program. *Self-drive Nature Tours* are available in simple, numbered, one page brochures, intended to be used by those who are auto touring. They are very practical, and illustrate local birdwatching sites and points of interest. DU produced its first series of *Nature Watch* tours in Saskatchewan, which include the Quill Lake area, and had 13 sites, which have basic infrastructure, viewing, signage and informative brochures. This program is expanding into Alberta.

Ducks Unlimited Saskatchewan Self Drive Nature Tours

1.	Last Mountain Lake /	8.	Lloydminster
2.	Buffalo Pound Lake	9.	Hafford / Krydor
3.	Saskatoon Southeast	10.	Melfort South
4.	Little Quill Lake: East Shore	11.	Middle Quill Lake
5.	Luck Lake	12.	Yorkton South
6.	The Battlefords	13.	Prince Albert
7.	Yorkton East	14.	Lower Thunder Creek

The DU self-drive trails also have a symbol system, developed for birds and for other kinds of wildlife, as well as facilities and services symbols. The brochures have: orientation maps, enlarged site maps, directional instructions, a wildlife checklist (which is actually about birds), and wildlife viewing tips.

Essentially, these DU trails form an excellent potential core of sites which could be incorporated into a Saskatchewan Bird Trail.

6. Saskatchewan's Birding Resources

6.1 Saskatchewan's Natural and Bird Resources

The Saskatchewan Bird Trail Concept revolves around

- the current diverse nature of bird resources in Saskatchewan
- the tremendous numbers of migrant species which make a spectacular display in spring and in summer
- the rare birds which may be viewed in Saskatchewan

Saskatchewan's ecosystems are represented by two natural biomes: the Boreal Forest and the Great Plains Grassland. These are broken into 4 ecozones and 10 ecoregions exhibited below.

Biome	Ecozone	Groupings	Ecoregion
Boreal Forest	Taiga Shield	Northern Forest	Selwyn Lake Upland
			Tazin Lake Upland
	Boreal Shield		Athabasca Plain
			Churchill river Upland
Grasslands	Boreal Plain	Southern Forest	Mid-Boreal Upland
			Mid-Boreal Lowland
			Boreal Transition
	Prairie	Parkland Prairie	Aspen Parkland
			Moist Mixed & Mixed Grassland
		Cypress Hills	Cypress Upland

The glacial pothole country of the grassland and Parkland ecoregions is notable for its exceptionally high concentration of wetlands, which are important continental breeding grounds for waterfowl. Wetlands are among the world's most productive environments, and act as cradles of biological diversity. They support high concentrations of birds, mammals, reptiles, amphibians, fish and invertebrate species. They are also important storehouses of plant genetic material. About 25% of the North American duck population breeds in this area (this may be much higher, depending on the species). In addition, large numbers of Arctic-breeding geese, swans, and other waterbirds migrate through Saskatchewan in spring and fall. The endangered whooping crane also migrates through Saskatchewan, and there are a number of other endangered species hosted by the province. Saskatchewan has a very high diversity of species.

In addition to its rural and natural areas, there are a number of urban locations which support birding resources, which are significant because of their importance to nearby populations, for educational, recreational, and aesthetic reasons, as well as forming a bird habitat resource. These may well form important nodes in a Bird Trail Strategy for the province.

Birding trails will need to capture the unique and appealing aspects of the Saskatchewan experience, and convey messages that are consistent with the Saskatchewan image portrayed elsewhere.

6.2 Key Provincial Bird Trail Anchors

Saskatchewan has a number of nationally and internationally recognised sites of importance to birds. The 4 categories of Western Hemisphere Shorebird Reserve Network (WHSRN) Sites are: Hemispheric, International, Regional, and Endangered Species. Of these categories, Hemispheric Sites are most significant. They support at least 500,000 shorebirds annually, or 30% of a species' flyway population. Hemispheric Sites are intended to include areas supporting major concentrations of shorebirds, with daily totals reaching about 50,000 birds during migration. Both Quill Lakes and Chaplin Lake are Western Hemisphere Sites (WHSRN) and as such are natural anchors for the Bird Trail.

Quill Lakes Area: The Quill Lakes region was designated an international Ramsar site in 1971, recognised as one of the most important bird areas in the world. It hosts more than 300 species either nesting or staging, including rare Ferruginous Hawks, Peregrine Falcons, Hudsonian Godwits, and nearly 7% of North America's nesting Piping Plovers. It was also designated an Important Birding Area (IBA) in 1998.

This is the largest saltwater lake in Canada. Apart from birdlife, the area has a range of small furbearers, white-tailed deer, some pronghorn antelope, and snapping turtle. This is a significant breeding area for the white pelican, great blue heron, double-crested cormorant, and turkey vulture, and is extremely significant in waterfowl migrations.

Quill Lakes and Foam Lake Anchor Area

Quill Lake	**Aspen Parkland Ecoregion**
Ownership	Shoreline is Provincial Crown Land (Saskatchewan Agriculture) and private land; islands in Mud Lake are Provincial Wildlife Refuge (2 ha) [Foam Lake is SERM, and DU]
Size	63,500 ha [Foam Lake is 3,780]
Protection	Mostly none
Type	Large Saline lakes
Birds	concentrations of ducks, geese, cranes, shorebirds in spring and fall migration, waterfowl production area, Mud Lake islands are important nesting sites for colonial birds (White Pelican, Double-Crested Cormorant, California Gull, Ring-Billed Gull, and Common Tern). [Foam Lake features staging waterfowl, marsh birds west side of marsh]
Endangered species	Piping Plover recorded
Exceptional Interest	spectacular concentrations of migrating waterfowl, shorebirds, colonial nesting birds, one of two Ramsar sites in Saskatchewan (Wetland of International Importance, esp. as Waterfowl habitat) Western Hemispheric Shorebird Reserve Network Site (WHSRN)
Other Features	Geology: salt plains and till plains with boulder peninsulas and stranded beaches Vegetation: mostly sparsely vegetated low mud flats

Besides being a WHSRN site, all of the Quill Lakes area is identified as having high natural resource values, but in addition, high recreation capabilities have also been identified around Wynyard, Wadena and Foam Lake. Although there are no provincial parks, there are various regional and town campgrounds, e.g., Wynyard, Quill Lake, Wadena, and Watson. There are currently commercial nature tours and an Interpretive Centre. The area is well known to hunters and bird

watchers, and has excellent natural wetland areas for interpretive and/or consumptive use. These wetland areas are home to a number of species classified as rare or endangered in Canada. There is excellent access and infrastructure, in that local communities offer restaurants, hotels, service stations, etc. to visitors. The communities of Wynyard, Wadena, Elfros, and Foam Lake are located on key points nearby.

There is an International Centre (DU/NAWMP) at Wadena, and DU has 17 Managed Wetland Projects in the area (Wadena, Little Quill Lake, Little Quill 'B', Federson, Level, Bolt, Windmill Point, and the following, which have good access and are part of the DU self drive tours: Campbell, Havers, Mud Lake, Nest, Bridge, Milligan, Jesmer, Sutton, Little Quill Restriction, and Kandahar Projects). There are also various Wildlife Management Areas (DU, SWCC, SWF, and Nature Conservancy) projects around the lakes.

Chaplin Lake Area: Chaplin Lake's shallow waters span 6,000 hectares (15,000 acres) making it a vital North American nesting and stop-over shorebird site for more than 30 species - some endangered. A recently designated WHSRN Hemispheric site, it is home to American Avocets, Willets, Marbled Godwits, and the rare Piping Plover.

Chaplin Lake Anchor Area

Chaplin Heritage Marsh	**Mixed Grassland Ecoregion**
Ownership	Crown (Saskatchewan Environment & Resource Management); PFRA, Ducks Unlimited [Old Wive's Lake is Crown Land (Saskatchewan Agriculture) and private; Isle of Bays is a Provincial Wildlife Refuge and entire lake is a Federal bird Sanctuary]
Size	6,000 ha
Level of Protection	[Old Wive's Lake has some protection]
Type	Saline Prairie Lake, Marsh [Old Wive's Lake is a Saline Lake]
Birds	marsh birds: piping plover, sanderlings, several hundred species of migrant shorebirds; waterfowl [Old Wive's Lake: There are nesting colonies of White Pelican, Double-Crested Cormorant on Isle of Bays; Great Blue Herons have also nested on the island, as well as western grebes, Franklin's, California and ring-billed gulls, and black-crowned night-herons; entire shoreline is significant breeding, moulting and staging area for migrating waterfowl, gulls and shorebirds]
Exceptional Interest	rare and endangered piping plover; one of the world's largest sanderling staging sites; managed marsh on saline lake [Old Wive's Lake: Piping plover nest in small numbers along the shoreline. Colonial nesting island of Isle of Bays; pelicans and cormorants are among several species that breed there; the cliff in the privately-owned portion is also a good vantage point for viewing the island; local communities of halophytes and nesting piping plovers along the shoreline are other important features]
Other Features	[Old Wive's Lake: Geology is shallow saline lake with fluctuating water levels, largely dry in drought. Slump blocks and 23m wave-cut cliffs are present in a portion, part of postglacial strandlines which rim the lake. Vegetation is mostly grassland and shrubland on the uplands east of the shoreline.

The Chaplin Lake area has diverse wildlife viewing opportunities, important Shorebird staging/nesting area, and nearby Reed Lake and Old Wives Lake viewing opportunities. Surveys of the area found over 100,000 Arctic-nesting shorebirds, representing over 30 species around the lakes, in a single day in May. During peak migration, half the population of sanderlings (50,000) stop at Chaplin Lake. The shores of the lakes are very important to the rare piping plover as breeding grounds.

Surrounded by grasslands and smaller, fresh-water wetlands, these three shallow bodies provide large open stretches of mudflats safe for shorebirds to rest. Their shallow, saline waters hold abundant works, insects and crustaceans which all provide excellent feeding for the birds. The potential tourist experience can be enriched by the recently developed Interpretive Centre, as well as interpretation of the Saskatchewan Minerals mine and its relation to lake salinity, shrimp harvesting operations, and agritourism experiences, including farm and ranch vacations, and Bed and Breakfasts.

6.3 Other Key Provincial Bird Resources

While Quill and Chaplin Lakes are clearly critically important Bird Trail sites, Saskatchewan has a wealth of other key sites. Two of particular interest are:

- ***Redberry Lake***: This is designated a federal migratory bird sanctuary, and together with its islands, it supports around 200 species, including White-winged Scoters, Double-crested Cormorants, Piping Plovers, and the largest concentration of nesting American White Pelicans. The Redberry Pelican Project interpretive program provides unique, low-impact viewing. There is a video-monitoring system at the research station, which gives watchers a close-up view of the pelicans' feeding, egg-turning, hatching and social behaviour.

- ***Last Mountain Lake***: This is the first declared North American Bird Sanctuary in 1887, as the Last Mountain Lake Bird Sanctuary. It has also been recognised as a WHSRN site since 1994 (the 3rd WHSRN reserve to be dedicated in Canada, and Quill Lakes was the 2nd). There are great concentrations of waterfowl and cranes from mid-August to the end of October, when upwards of 75,000 Sandhill Cranes and 400,000 geese may be present. Whooping Cranes rest and feed at the sanctuary during spring and fall migration. Nearly 100 species of birds use the area to nest and rear their young in this area.

  It is designated as part of the Important Birds Area Program (IBA). Canadian co-partners are Birds Studies Canada and the Canadian Nature Federation, and they co-ordinate this program, which recognises those sites considered vital to the long term conservation of the world's birds.

- Of other potential *Hemispheric* WHSRN sites in Canada, another is in southern Saskatchewan; of 6 proposed *International* Sites, 2 are in east-central Saskatchewan and one is on the Alberta/ Saskatchewan border, and *Regional* Sites are also proposed. In all, Saskatchewan has more potential WHSRN sites than any other province or territory in Canada.

- Other key birding resources are the Ducks Unlimited *Self Drive Nature Tour* Trails, which could fit very well into this proposed Bird Trail concept.

Anchor Site Interpretation

CHAPLIN LAKE			
Theme	***Sub-theme***	***Resources***	***Significance***
Provincial or Regional Diversity	ecological interest or uniqueness	Species at risk Piping Plover, Burrowing Owl, Peregrine Falcon, Loggerhead Shrikes, Long-billed Curlew, Ferruginous Hawk	• The 1996 count of piping Plovers revealed 205 at Chaplin Lake, which represents 3.7% & 12.2% of continental and Canadian populations
Bird Diversity	waterfowl shorebirds	limited *Chaplin Locally Breeds*: Piping Plover, Kildeer, American Avocet, Willet, Spotted Sandpiper, Long-billed Curlew, Marbled Godwit, Wildon's Phalarope, Upland Sandpiper, Common Snipe (Snowy Plover & Black-necked Stilt breed here occasionally) *Abundant During Migration*: Semipalmated Sandpiper, White-rumped Sandpiper, Baird's Sandpiper, Stilt Sandpiper, Long-billed Dowitcher, Sanderling *Black-bellied Plover, Lesser Golden Plover, Semipalmated Plover, Greater Yellowlegs, Lesser Yellowlegs, Solitary Sandpiper, Hudsonian Godwit, Ruddy Turnstone, Western Sandpiper, Least Sandpiper, Pectoral Sandpiper, Dunlin, Short-billed Dowitcher, Common Snipe, Red-necked Phalarope common	• good at nearby Reed Lake & Old Wives Lake • excellent, 32 species recorded in Chaplin area • a one-day peak of more than 67,000 shorebirds was counted at Chaplin in a single day, of which 53,000 were sanderlings • 48 species of songbirds are commonly found
Seasonality	Spring Summer Fall Winter	Semipalmated Sandpiper, White-rumped Sandpiper, Baird's Sandpiper, Stilt Sandpiper, Long-billed Dowitcher, Sanderling migratory shorebirds Chaplin L. - hunting limited, Reed, Old Wive's and Chaplin marsh have excellent hunting for ducks & geese winter migrants?	• Important stopover for migrating shorebirds. Starts April and builds until the end of May/early June. • During peak migration, up to 50,000 sanderlings (half the population) stop at the lake • While migration builds to early June, some come as late as the end of August, or later.
Co-existence & Conservation	relationship to local industry (people) Relationship to nature	industrial outputs & shrimp	
Preservation	parks are for people & nature	• provincial parks • regional parks • conservation areas (DU)	Buffalo Pound Provincial Park, Besant Campground, Pelican Lake (Ducks Unlimited Site), Wanuskewin Park (Moose Jaw)

Anchor Site Interpretation

QUILL LAKES			
Theme	**Sub-theme**	**Resources**	**Significance**
Provincial or Regional Diversity	ecological uniqueness	Piping Plover, Whooping Crane, Peregrine Falcon, Loggerhead Shrike, Ferruginous Hawk, Short Eared Owl, Baird's Sparrow	• largest breeding population of Piping Plover in N. America (1996) w. 7.9% of the continental population & 25.8% of the Cdn. Prairie's pop. • Whooping Crane occasional migrant, pairs usually staying a week or two in fall
Bird Diversity	waterfowl	Major staging & molting area in spring & fall, & surrounding pothole habitat is a major birding area Most waterfowl spp. here (16 spp. duck, 3 spp. geese, 2 spp. cranes) Double Crested Cormorant and White Pelican (breeding colonies on Mid Lake) Franklin Gull, Western Grebe Terns, Coots, Rails, Bitterns, Night Herons	• over 400,000 ducks • 200,000 Snow Geese • 80,000 Canada Geese • 40,000 Sandhill Cranes • 150,000 White-Fronted Geese • Grebe colonies on various marshes
	shorebirds	*Quill Local Breeds*: American Avocet, Marbled Godwit, Piping plover, Willet, Spotted Sandpiper, Wilson's Phalarope, upland Sandpiper, Common Snipe *Most Common Spring Migrants in order of Abundance*: Red Necked Phalarope, Semipalmated Sandpiper, Stilt Sandpiper, White-rumped Sandpiper, Least Sandpiper, Sanderling, Baird's Sandpiper, Long-billed Dowitcher *Most Common Fall Migrants in order of Abundance*: Red Necked Phalaropes, Dowitchers (mostly long billed), Stilt Sandpiper, Semipalmated Sandpiper, Lesser Yellowlegs, Hudsonian Godwit	• 1 day peak count 197,000 (1993) (does not take into account turnover rates) • Most Significant Species are Stilt Sandpiper & Hudsonian Godwit (10% stop at the Quills) • length of stay is about 4 days in spring vs 8-16 days in fall • May is spring peak migration • Fall peaks late July to late August • Significant portion of Semipalmated Sandpipers migrating through in the spring stage & at the Bay of Fundy in fall • 24% of Sanderlings stop at Quill Lakes
	songbirds	Abundance of prairie & parkland songbirds & red raptors (Red Tailed Hawk, Swainson's Hawk)	
Seasonality	Spring	large concentrations of waterfowl & shorebirds (ducks/geese/cranes) & Snow Geese	
	Summer	Large concentrations of breeding ducks & birds, & migrating shorebirds	
	Fall	Large concentrations of migrating waterfowl (ducks/geese/cranes) & Snow Geese Popular hunting area (residents & visitors - hundreds of licenses sold to US hunters)	Hunter appreciation suppers common in communities around the lakes, plus DU spring & fall banquets Large nos. of global major migrant populations
Co-existence & Conservation	relationship to local industry (people)	Big Quill potassium sulphate plant, limited brine shrimp fishery, hunting, Ecotourism	Wynyard Interpretive Center Wadena Wildlife Wetlands

Preservation	parks are for people & nature	• regional parks • conservation areas (DU)	Sask. Heritage Marsh, 17 DU managed wetland projects,

.7. Anchor Sites, Bird Trail Loops and Site Selection

7.1 Anchor sites

Currently, the communities around the anchor sites are not fully aware of nor appreciate the value and benefits a coordinated tourism industry might bring to the province and their region. The benefits of a Bird Trail Strategy within a nature based tourism industry need to be communicated to these and other areas, to develop a greater community understanding of: the potential size and extent of this industry; and the environmental, social, and economic benefits it can contribute to the province. Fundamental to changing community perceptions is the provision of better information about the visitor and the market. Without this understanding, community decision-makers will not be able to foster and advance the cause of tourism/bird trail.

The benefits of nature based tourism (birding in this case) can only be sustained by developing good practices that are subject to review. In addition, it should be emphasised that the benefits in environmental, community and particularly in economic terms, need to be communicated.

Critical to Saskatchewan's Bird Trail concept is that of *anchor sites*. These are Quill Lakes and Chaplin Lake, discussed previously. At community workshops at both anchor sites, it was indicated that primary markets are expected to be:

- VFR & regional residents
- pass-through traffic (mainly east-west, some north-south)
- seniors
- schools
- regional visitors
- nature-based tourists and ecotourists
- birders (clubs or FIT birders)

At present, only a small percentage of shoulder and peak travellers on Highways #16 and #1 stay overnight anywhere other than in Saskatoon, Regina, and Swift Current. The Anchor sites have the potential to slow down and retain some of the pass through traffic. There is less potential to detain the eastbound than the west bound traffic. In the central part of the province, about 90% of the tourist visits are from within the province, so there is also potential to attract overnight visitors from Saskatoon or Regina.

Near Chaplin, The Transcanada Highway (#1) has 8,200 vehicles per day westbound, and 4,500 eastbound, per day, on average. These are a strong potential market for the Interpretive Centre and bird viewing in the Chaplin area.

On the Yellowhead Highway (# 16), the daily flow is about 550 to 600 vehicles per day, with about 100 to 150 from outwith the province in summer (~50-75 per day from out of province the rest of the year). Increased traffic would certainly be generated and detained, if the Quill Lakes region made a concerted effort to become a significant anchor on a Bird Trail, and was marketed in conjunction

with that.

• 7.2 Tour Loops and Specific Site Linkages

It is well known that when activities or attractions are packaged together, there may be sufficient critical mass to attract visitors who would not otherwise have come, or to detain visitors longer. This has been the case for two natural resource areas in Oklahoma: the *Byron Hatchery Watchable Wildlife Area* combines the national wildlife refuge and the state fish hatchery. According to the State resource specialist, "no one will come to any of these alone, but by banding the sites together, you make a nice package" (Garrett 1998).

Saskatchewan has a very large number of potential bird sites. However, apart from the anchor sites, a key element to assist in holding the trail "together" is tour loops - a series of practical, quality, touring loops which are accessible from major provincial highways. Needless to say, not all areas in the province have equal potential. There are sites with high birding potential, and there are zones of opportunity for other aspects of tourism within regions of the province. There is the need to develop a breadth of vision in developing Bird Tour Loops. The loops will have to provide a series of good birding opportunities (with all the attendant aspects addressed in part 2 of this report, the Bird Trail *Community Planning Guide*).

As part of the Key Sites Concept, urban areas should not be forgotten. Major urban areas have key natural resources and attractions, e.g., Regina's Wascana Centre, Saskatoon's Meewasin Valley Centre, and Moose Jaw has a Burrowing Owl Interpretive Centre. All these are complementary, and could be developed as very important "initiators" for tourists and for the local population who, through visiting the *urban* bird resource, "find out" about other sites and a Bird Trail opportunity.

The project Steering Committee has advanced four tour loops which have high potential for early development. There are already community based initiatives at some of the sites on the loops, particularly Ducks Unlimited initiatives and some self-guide tours.

Saskatchewan Bird Trail Strategy: Anchor Sites and Four Potential Tour Loops

***Key Anchor Sites*:**

Anchor - Chaplin Lake
Anchor - Quill Lakes

Potential Tour Loops

1. **Saskatoon, North Battleford, Lloydminster**

- Mewasin Valley Saskatoon
- Forestry Farm - Saskatoon
- Borden Rec. Site
- Radisson Lake
- Redberry Lake
- Battlefords (DU Marsh area)
- Battleford Provincial Park (Jackfish Marsh)
- Lloydminster (Neale - Edmonds Project) - DU

1. **Regina, Last Mountain National Wildlife Area and return to Regina**

- Valeport - Wildlife management area (south end of Last Mountain Lake)
- Condie Nature Reserve (North Regina)
- Stalwart National Wildlife area (West side of Last Mountain Lake)
- Last Mountain Lake National Refuge (north end of Lake)
- Last Mountain Lake Bird Observatory at the Last Mountain Lake Regional Park
- Last Mountain Lake Historical Site (east side of lake)

1. **Fall Migration Tour**

- Galloway Bay - east of White Bear (South Saskatchewan River)
- Eston
- Cabri
- Saskatchewan Landing Park
- Eatonia
- Lucky Lake (DU Marsh)
- Lacadena

1. **Park Tour**

- Cypress Hills (Provincial Park)
- Grassland national Park
- Moose Mountain (Provincial Park)
- Good Spirit (Provincial Park)
- Prince Albert National Park

***Urban Anchors*:**

Regina - Wascana Centre
Saskatoon - Meewasin Centre
Moose Jaw - Burrowing Owl Interpretive Centre

7.3 Site Selection and Selection Criteria

At the Great Texas Coastal Bird Trail, nominations are solicited for community participation. This has been particularly necessary in Phases 2 and 3, when there were overwhelming numbers of communities wishing to participate, due to the success of Phase I. This has:

- generated interest by communities (in a "scarce" or limited good)
- sparked media attention
- has ensured some level of site control.

Criteria were developed. They include involvement of all the landowners involved, the level of community interest and involvement, and the links they may have with conservation. For example, if the community simply nominated a County Park, it would be unlikely to be selected. However, if

that resource were tied in to community and commercial activities, and linked with other aspects of relevance, and the locals were very involved, it would likely be selected.

The view in Texas is, that it is a *Community Owned* Bird Trail. Now, in Texas, the trend is increasingly for communities to *buy* land to enable their sites to be appropriate, available and attractive for selection to Phases 2 and 3. The view of the site selector in Texas is "the more sites the better", *within selection criteria.* The major objective *had* been to have no site more than one hour's driving from another on a loop. However, this has been reduced to 30 miles due to community interest. Part Two of the current project, the Saskatchewan Community Bird Trail Planning Guide, has more information on local level site selection. However, at a broader provincial level, answering the following questions may help select tour routes and sites.

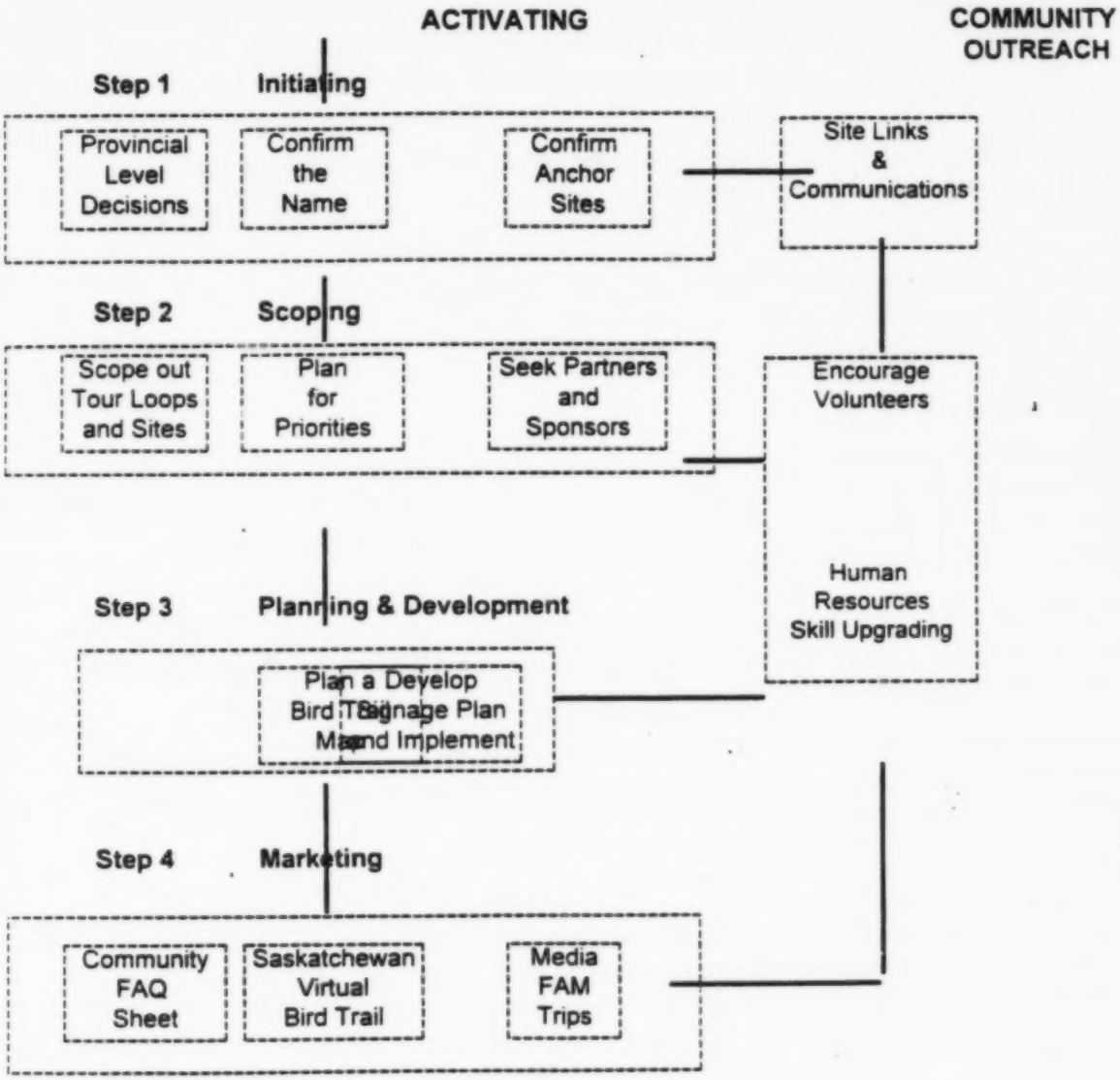
Questions to Consider in Selecting Bird Sites and Tour Loops

Proposed Tour Route	
Theme Ideas	list interpretive themes
Timing	(seasons)
Wildlife Variety	Select those with appeal, abundance or variety
Scenery	Describe
Significance of Concept	good area in Saskatchewan for viewing".
Other Touring Ideas	list
En Route Activities	list
Features of Each Site on Tour Loop	
Site	name/location
Key Features	description of birds, other wildlife
Scenic Appeal	fair, good, high, exceptional
Setting	description
Viewing Seasons	spring, summer, fall, winter

8. Implementation: Key Steps in Implementation

This section identifies key tasks which will be required in planning and developing a provincial bird trail. The following chart conceptualises the strategy.

Implementation of the Saskatchewan Bird Trail Strategy Key Framework Steps



• 8.1 Activating the Bird Trail

• *Step 1: Initiating*

Provincial Level Decisions: Provincial decisions need to be taken, to support, initiate and implement a Bird Trail. This could be by any government department, or agency or corporation. However, it would be ideal if a partnership were involved.

Confirm The Name: The Saskatchewan Bird Trail's name must be chosen with care. Will it be another Great trail - The Saskatchewan Great Bird Trail? Will it be named after a particular species of bird? Or will it have some other creative name or aspect? This must be decided early on; it is going to be used a lot.

Perhaps linked with the need for a name, is the need for a logo. This could emerge, but it would be helpful to have it identified early, particularly if stocking souvenir items, or if printing maps is being pursued.

Confirm Anchor Sites: These have been discussed in the previous sections, but provincial level confirmation is helpful for communities, tour operators and others who might want to plan and tap into the initiative, using the anchor sites as lures.

• *Step 2: Scoping*

Scope Out Initial Tour Loops: Planning out tour routes, with sites en route, at both a conceptual level and in cooperation with communities and agencies involved in the routes is necessary. There should be a limited number of key loops at first, to get the ball rolling, and to provide good examples for other interested communities.

Plan for Priorities: This will involve deciding which loops are the most important to a provincial level trail, and which sites on the loops require to be developed and get on board the initiative, using the questions outlined in Section 7.3.

Seek Partners and Sponsors: These partners should be of some significance or profile. The provincial level trail initiative requires high profile partners. At the community level, a range of partners of more modest profiles are discussed.

Funding was identified as a need at the anchor site workshops. The *Community Planning Guide* addresses funding. However, there are activities at the province-wide level which might assist. For example, in the US, there is a program, *Teaming with Wildlife*, which has business partners who have agreed to put a small user fee on various outdoor products for wildlife conservation, education and recreation.

The proposal was endorsed by more than 1,100 conservation groups and outdoor-related businesses, as well as a number of state governors. There would be a proposed excise fee of 0.25% to 5% upon the manufacturer's price of various outdoor products, such as camping gear, binoculars, field guides, cameras and film, bird seed and bird feeders, hiking boots and canoes.

Sponsors could be attracted in Canada in a similar fashion. For example, in Parks Canada, the "Take A Hike" event on Parks Day was sponsored by Eddie Bauer stores, and all employees wore the T-shirts in their store the two weekends leading up to the national event, and featured these shirts in their National Catalogue. Natural match sponsors are excellent partners and sponsors.

The Canadian Parks Partnership funds its work through the individual, corporate and foundation donation program, as well as tapping into volunteer services. They have an innovative cause-related marketing program, which enables participating companies to contribute to the programs of the "friends" organisations. They communicate their support of national parks and sites to their customers as part of their corporate marketing activities. This is the kind of initiative that could be undertaken at the Saskatchewan level.

- ***Step 3: Planning and Developing***

Plan a Bird Trail Map: As the Texas organiser said "the maps made the Bird Trail *real*". This is an important point. It is evident from the PEI *Trail and Nature Map*, that a very practical and attractive tool for self touring has been provided. The Texas map acted in the same way. One of the questions is "when should the map be produced: later, when more sites are in place? or earlier, to get the word and the tool out?" In Texas, they believe the map is critical to produce early. A small printing could be possible, to enable a subsequent map which adds other loops or adds improvements to the original map.

A Bird Trail map for Saskatchewan should be one of the first order of priority items. It should show:

- anchor bird sites (Quill Lakes and Chaplin Lake)
- a basic road map overlain with coloured, named loops
- other key bird nodes
- symbols for species
- a country code, code of ethics, guidelines for visitors, or something similar
- information about species etc. found at each site

Optional items, as possible, would be:

- information about bird seasonality at which sites
- information about major adjacent community services/attractions

Develop Signage Plan, and Implement: On-ground signage is also critical. As *directional* assistance, signage on highways is needed to *inform* visitors about sites "coming up" ahead, and to *direct* visitors to reach designated sites. As *interpretive* signage, it is needed to explain the *what, why*, and *where* types of questions which provide visitors with the satisfying experience which they are seeking.

Highway signage was evident as a key concern at Community Level Anchors Workshops, where a number of individuals commented on the difficulties of obtaining signage. Many of the concerns may refer to realities of a few years ago. In fact, there are clear rules for signs, which may be

assisted since Tourism Saskatchewan is a key player in the province's Signage Committee. Communities should contact Tourism Saskatchewan for advice. This body is likely to have an increasingly prominent role regarding provincial signage in the future.

- ***Step 4: Marketing***

Develop a Community FAQ Sheet: It would be strategically helpful if a question and answer sheet were prepared for the Bird Trail project, to answer the typical kinds of questions that may arise from: communities, the public, or the media. The appendix has an example of a Bird Trail Frequently Asked Questions sheet, which was drafted for the Great Florida Birding Trail.

Media Involvement: Intriguing and bringing the media on board early, and effectively, will be an important task, at the provincial level. The media can be used in various ways, from press releases to event announcements. However, media FAM trips, at key birding seasons could generate significant interest, particularly since the proposed Bird Trail is so unique in Canada. Other FAM trips should be considered, involving Bird Tour Operators. The Appendices have a list of bird Tour Operators which may provide a useful start.

Saskatchewan's Virtual Bird Trail: A prime internet bird site is "The Eerie", which publishes information about many trails, tours, sites, birds, operators, sightings, check lists, and bird festivals at no charge. While it lists dozens of Bird Festivals, of those in Canada, most are in BC, some are down east, one is in Alberta, and none are in Saskatchewan. Similarly, the E-Travel Network Canada offers a 30 word description of ecotourism operators and attractions. Current and future Saskatchewan Bird Sites should take advantage of this offer.

To be a serious birding attraction, Saskatchewan's birding sites and festivals must be promoted in such vehicles, particularly when one notes that birders and ecotourists are among the most highly educated tourism segments, and with higher than average incomes, making them very likely to use the Internet.

One can imagine the success of an Internet-based Saskatchewan Bird Trail Web page. If Saskatchewan were to be involved in a trail project, it would be a simple matter to develop a web page, including a map of Saskatchewan and its travel arteries, with the two Anchor sites located upon it. In addition to the predetermined anchor sites, there are also currently existing web sites of significance which could be included. These include the Redberry Pelican project, which already has a web page, and shows constantly changing views of the lake, from remote video cameras, as well as DU *Self Drive Nature Tour* links.

Clicking on the Anchor sites could give a map or description of each site, with illustrations of the birds found there. There would be opportunities for excellent linkages with the site, too. In addition, foreign language pages could be added to the web site relatively cost effectively.

This web page could be found if linkages were developed with:

- tourism organisations, such as Saskatchewan Tourism

- conservation organisations
- birding pages or associations
- other agencies and departments (e.g., SERM)
- inbound tour operators
- commercial operators
- other sites attracting visitors, such as accommodation associations, municipalities, etc.

This would be mutually advantageous for all. The site could be quite simple and descriptive, or could be quite complex and include local site maps, symbols and information.

Other Provincial Level Marketing Initiatives:

Conferences and Symposia: Interest in organising birding tourism symposia and conferences has begun to spread around the world (Ceballos-Lascurain 1998). For example, the Miyake-Jima Nature Centre of Japan has organised an International Symposium on "Ecotourism and Island Birds" in May,1998, which included socio-economic aspects of birding.

A high level limited entry conference-workshop was suggested at one of the Anchor Site Workshops, to act as: a fundraiser, an educational tool, and an awareness raiser.

Festivals & Events: Events act as a multipurpose way, as:

- a tourism attraction
- a fund-raiser
- an enthusiasm builder
- an educational tool
- a publicity vehicle

In Europe, in 1997, a week in May was designated "Birdwatch Europe". The Royal Society for the Preservation of Birds coordinated hundreds of bird-oriented events, culminating in a special birding day. An estimated quarter of a million people in 12 countries participated during that week, with 230,000 participating in the special birding day. The European Commission funded this. This event is actually international. For example, May 11, 1997 was International Migratory Bird Count Day. This concept could easily be incorporated into a coordinated effort in Saskatchewan to rally enthusiasm toward the Bird Trail project.

Other similar events could be used, such as the February 2nd International Wetlands Day (where there have been very few events in Canada to date - mainly in BC, Manitoba, Ontario and the Maritimes). Other related events could include the 4th of July butterfly count organised by the North American Butterfly Association. This started in 1975 with only 29 counts. In 1996, there were 310 counts in most US states, in 5 provinces, and in Mexico (the counts are held in the few weeks before or after July 4th, so the actual date is not a problem). Similarly, the Christmas Bird Counts could be used as rallying and advertising points, for the Saskatchewan Bird Trail.

Birding festivals are becoming increasingly popular. Not all festivals need to have a species focus

(such as Snow Goose, Hummingbird, etc.). Birding festivals could take place over a weekend, called by a more general name, such as "A Celebration of Birds", or "Duck Days" as happens in other countries. Festival events can take place in one community or over a variety of locations. While a number of interesting activities (but marginal to birds) can take place, it is useful if most activities have a bird theme. For example, these could include:

- beginning birdwatching
- bird identification
- bird feeding
- bird photography, wildscaping for birds (and butterflies)
- birdwatching tours
- bird retriever and duck call demonstrations
- night walks
- how to participate in a bird count or survey
- habitat tours

An example of a successful festival is the Snow Goose Festival at Beaverhill Lake in Alberta. This started as a small event in 1992, where 500 attendees were expected. In fact, 2,000 showed up. In 1998, 5,000 people attended, there were 2,000 people taken on guided tours, ~570 vehicles drove to the viewpoint, and the maximum possible (300) attend an evening banquet (the proceeds of this banquet go to the annual operational costs of the Nature and Information Centre which is open all year round). Attendance is very weather dependent, with over 7,000 visitors coming in fine weather. There is now an internet site related to the festival, also.

The nearby community of Tofield has slowly learned how to provide festival visitors with an enjoyable experience and attract visitors *into* their Town: the commercial outlets in town learned to stock items that birders might want, all year round; at the Festival they have an indoor Sit and See Sound Stage (where children or elderly can sit and watch a range of wildlife movies while more active family members go out on tours); they have a Kids Environment Educational Centre (modelled after Imagination Market); there is a Wildlife Trade Show (with wildlife agencies, retail stores, artists, travel destinations, science shops, wildlife stores, etc.); and they have host community activities (e.g., a Saturday Goose Walk, which encourages people into local businesses via a contest). In addition, while interesting the media was a challenge in the first year, the support is now excellent, and the committee estimates that about 50% of visitors are repeats.

A Saskatchewan birding festival is to be held at Wadena this year. There is no reason why other Saskatchewan communities could not tap into this idea, even before a Bird Trail is in place.

The Great Texas Coastal Birding Classic is an interesting event. This is organised very much like a golf tournament, but is actually a bird count contest, where participants are sent, in teams, to go on a bird count. This is a fund raiser, which is fun for the participants, and last year they raised $17,000US. The teams compete for binoculars, and also the right to determine where the entry funds should go, related to the Bird Trail. Not only is it a fund raiser, but it is very helpful at heightening public awareness about the trail and its needs.

Guide Books and Resources: Marketing a destination's tourism resource through materials published by others, has always been done in a very random and unsystematic manner. Even small properties have commented on a huge increase in visitation if they have been mentioned in, for example, the Inside Guide series. It is true that some publications only have one edition. However others have updated editions, annually. This is an excellent but poorly tapped resource to use for an innovative concept such as a bird trail. Some other publications to consider are the Canadian Motor Association Tour Guides, which are used by very many of the travelling public, and which has a very poor section on Saskatchewan resources at present.

• 8.2 Outreach to Bird Site Communities

Work with the Communities: The development of the product concept on the ground is key to bring it to practical fruition, before attempting any coordinated marketing effort. Work in the key node areas and sites will be sufficient before □selling□ the concept. But in order to satisfy markets, the product must meet the visitors' expectations in many ways. Ensuring interested communities have access to Part 2: *The Community Planning Guide* will help in consistent product development.

Encourage Volunteers: Community level volunteers are required. In Oklahoma, when volunteers are required, a list of specific coordinated tasks are identified and volunteers are asked to check (√) these activities off. The only stipulation is that volunteers are asked to be prepared to commit a minimum of 10 hours *per year*. Positioned in this manageable way, it is much easier to find people to make a commitment. Volunteers giving 25, 50 and 100 hours per year receive special recognition at a special Watchable Wildlife meeting. Oklahoma has an Annual Volunteer Training period (of 2 consecutive days), which is intended as both on-going training for veteran volunteers, and for new volunteers. The emphasis is on learning and fun.

Volunteer Training Fact Sheets are put together (by the Oklahoma Department of Wildlife Conservation) to provide them with the kind of information they require to accomplish their duties to the satisfaction of others as well as themselves. This includes Tip Sheets for conducting group tours to the visitors and their own enjoyment. At the Watchable Wildlife Area, volunteers have on-the-ground training, covering a range of topics (e.g., bird field identification, how to do plant counts, temporary sign making, wildscaping, conducting interpretive programs, etc.). They produce a quarterly newsletter for volunteers, which helps retain a sense of identity with the project, identify people, celebrates success, provides information, and invites volunteers for upcoming events.

Oklahoma has a volunteer coordinator, who has each volunteer's hours recorded. For example, volunteers are used as tour leaders, not only for specific bird sites, but also for school or other group talks (at the site or at the school). Schools etc. are directed to the coordinator, who checks each volunteer's hour sheets, and contacts them to see if they are available. The coordinator then sends confirmation to the school and the volunteer. Volunteers are asked to check and return volunteer time sheets every time they are involved in an activity, whether it is site maintenance or tours. This is also useful when sweat equity contributions may be required.

In Canada, there is a similar situation in National Parks, where the information centres for each park

have considerable volunteer activity and assistance. This is formalised into the Canadian Parks Partnership, with headquarters in Calgary. These are "Friends" or special partners, working with the local site, to support their mandate. They work to create awareness of and involvement in their site/park. They also support and enhance visitor activities, programs and projects. They:

- generate funding for new initiatives and project
- operate sales outlets that sell books, traditional crafts and products that relate to the theme
- publish books and information about their site
- run programs and special events, e.g., heritage festivals, environmental campaigns, children's programs, special events, etc.

Volunteers are provided with:

- a national newsletter, twice a year
- updates, regional training
- national workshops
- training videos and how-to kits
- other member services

One of the problems mentioned in the course of current research, and at the Anchor Site Workshops, was that of volunteer burnout. Part 2 of this document, the *Community Planning Guide*, has information about how to assist attract and keep volunteers. However, an important mitigating factor, which may be applicable at provincial levels, as well as at local site levels, is that of defining the parameters of the volunteering assignment.

Community Based Human Resource Skills Upgrading: Tour leaders and operators ideally will have a knowledge of ecology, birds, the local habitat, cultural issues, conservation, minimal impact practices, and be skilled interpreters - not a small order. In addition, they should be aware of the principles of protected area management and local conservation and management issues.

For FIT visitors, pamphlets, signs, information panels and displays (static and interactive) are important tools in the interpretation and information area, and crucial to modifying the behaviour of FITs who will likely make up a significant percentage of visitors to sensitive areas. However, visitors will expect to have some human contact at some of the sites and communities. At the Anchor Site Community Workshops, some reservation was expressed about the capability of local people, especially those in contact with tourists, in terms of "bird knowledge".

Nature Saskatchewan is involved in a project which may be helpful. The Canadian Nature Federation (CNF) has a *Birdquest* Badge Program developed with the Canadian Wildlife Service. This is a graduated series of proficiency training workshops, teaching individuals (children or adults) how to recognise and know about birds. Levels 1 to 4 improve proficiency, while levels 5 and 6 include bird counts and teaching birding.

At the present time, Nature Saskatchewan is sponsoring "training the trainers" workshops designed for leaders. It could easily be conceived how these leaders could assist local communities, organisations, youth, or others, in basic bird training. It is also helpful that these programs are only ½ to one day long, making them easy to fit to suit the convenience of the trainee group. Nature Saskatchewan has expressed interest in discussing this further. Additionally, if communities wanted to undertake this themselves, the kit is available from the CNF.

•9. Summary

The development of a Saskatchewan Bird Trail Strategy is a unique concept for Canada. Indeed, it is a relatively new concept globally, and Saskatchewan would become one of very few state level destinations to have implemented this. Saskatchewan is in the fortunate situation of being well positioned to implement such an initiative, for the following reasons:

- bird resources are extremely good, in terms of quality and abundance, particularly at migration times, and in terms of global significance, and rare species
- many of the high quality bird sites are in relatively accessible parts of the province
- there are already two key areas, proposed for Bird Trail Anchor Sites, which have pre-existing development, meaning that site work does not have to "start from scratch". Also, these Anchors are on two of the most significant travel routes in the province - Highway #1, the Trans Canada, and Highway #16, the West Yellowhead Highway
- Saskatchewan already has other bird sites developed on the ground, with signage and marketing materials - the Ducks Unlimited *Self Drive Nature Tours*. These are part of the *Nature Watch* program, and are well-positioned to assist the Bird Trail concept at initial stages
- the concept of a Bird Trail beautifully complements other provincial strategic initiatives in tourism such as the agritourism or ecotourism strategies. The implementation of any of the initiatives (including the Bird Trail) would be of mutual assistance to other initiatives

Critical factors for the success of a Provincial Bird Trail initiative include:

- the coming together of provincial level agencies in a concerted fashion, to support and champion the Bird Trail initiative. Even if one agency is the overall driver behind the project, others will need to cooperate
- real efforts to recruit partners and sponsors for support in principle, and for marketing assistance, as well as for technical, educational and financial assistance
- a focus on ensuring there are key tour loops and anchors, and that they work well "on the ground", so that whatever the interest from additional communities, the core of the Bird Trail will be a rewarding experience for visitors and participating communities
- dissemination of Part Two of this Report - *the Community Bird Trail Planning Guide* - to communities
- ongoing communications, linkage with and encouragement for community-level initiatives, which will be the backbone of the initiative
- a focus on effective marketing efforts at the provincial level, such as a Virtual Saskatchewan Bird Trail

The key ingredients are in place for implementing the Saskatchewan Bird Trail. Moving forward to disseminate information and initiate the project at the provincial level are now required.

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APPENDICES

SASKATCHEWAN BIRD TRAIL FRAMEWORK STRATEGY

Sample Bird Trail FAQ,

Organisations,

Tour Operators,

Selected Anchor Workshop Findings,

Examples of Retail Success at Bird-Related Outlets & Organisations

Frequently Asked Questions: Draft Great Florida Bird Trail FAQ

QUESTIONS AND ANSWERS about . . .

The Great Florida Birding Trail, Birdwatchers and the Sport of Birding[1]

What is the Great Florida Birding Trail?
The Great Florida Birding Trail is a 2000-mile highway trail which unifies existing and new birding sites into a single and cohesive marketable unit for birdwatchers traveling in Florida.

How does it work?
The Trail consists of numbered and signed birding sites, nominated by local communities; four detailed birding highway maps (illustrated with beautiful Florida birds) for the Atlantic Coast, South Florida, Panhandle and Gulf Coast Birding Trails, when completed these maps can be obtained for a nominal fee from FDOT highway information centers, chambers of commerce and FGFWFC; highway directional signs for ease in finding sites; Trail improvements, including highway turnouts, trails and boardwalks, bird-attracting native plant gardens, observation platforms, etc.; and a richly interpreted Trail Guide Book featuring the entire Trail and all four maps. (Note: Proceeds from the map and book sales and other product marketing will go toward maintaining the Trail experience and bird conservation.)

Who is responsible for putting the Trail together?
The Trail is being coordinated by Florida Game and Fresh Water Fish Commission's Office of Informational Services and sponsored by Florida Department of Transportation with funds from the Statewide Transportation Enhancement Program.

Where does it start and where does it end?
It starts in Nassau County on the Atlantic Coast, extends south along the eastern coast incorporating South Florida, the Keys and the Dry Tortugas, then travels northward along the Gulf Coast finally ending in Escambia County in the Northwest Panhandle. Additional inward loops highlighting such unique ecosystems as the Lake Wales Ridge, will be accessible from both the Atlantic and Gulf Coasts. The first phase now in the planning stages will be the Atlantic Coast section coordinated with Florida Department of Transportation's Highway Districts 1, 2, 4, and 5.

What other products will be developed to guide birdwatchers along the Great Florida Birding Trail?
In addition to the Trail Guide, a Trail Marketing Committee is proposed to include a cross-section of representatives from all four phases of the Trail. This committee will develop a Trail Accommodations Guide, Trail Sponsors Program, Newsletter with Sponsor advertising, National Birding Competition, Trail Computer Home Page, Trail products and much, much more. A data base is being developed both for Trail Users, Trail providers and potential sponsors.

[1] This draft follows the same lines as the Great Texas Coastal Birding Trail *Questions & Answers* brochure

How is it being funded?
Applications for fiscal year 1999/2000 are being submitted for federal highway dollars (Intermodal Surface Transportation Efficiency Act - ISTEA) which is available for eligible transportation projects. Projects are funded 80% federal and 20% local funding. The Florida Department of Transportation will be the local sponsor for the Great Florida Birding Trail. Total trail costs are estimated at 2 million dollars. Phase I, the Atlantic Coast, is projected to cost three hundred thousand dollars. The remaining funding will be applied for with funding phases in subsequent fiscal years.

Who is responsible for managing Trail Sites?
Owners of the respective Trail sites will continue to manage their sites.

Who will manage the Trail once it is finished and how will it be funded?
Working through the next ISTEA funding phase and through marketing revenues from the Trail Marketing Plan and sales of Trail publications, FGFWFC will provide a Trail Coordinator in the Office of Informational Services. The Coordinator's responsibilities will be to renew the Trail as needed, develop and promote on-going monitoring, and oversee marketing of the Trail experience. This person is currently working on the development of the Trail.

How do I get information about the Trail?
When the map and guide book are completed, they can be obtained from FDOT Highway Information Centers, local chambers and convention and visitors bureaus, and from FGFWFC. For additional information on Trail logistics, contact Nancy Jordan or Lora Silvanima, FGFWFC, 850-488-4676.

Why do birdwatchers migrate to Florida?
Birdwatchers come to Florida because of the diversity of species they can add to their life list.

Why is Florida so rich in birdlife?
There are three main reasons for the abundance of bird species in Florida: 1) Both coasts are utilized by migratory birds as pathways in the spring and fall; 2) the peninsular effect of Florida's geography has resulted in some species becoming separated from their continental relatives and eventually uniquely adapting to special ecosystems, such as the Lake Wales Ridge; and 3) Florida extends from a temperate to a sub-tropical climate, resulting in many more ecological niches for bird species to fill. In addition, Florida occasionally plays host to strays from our southern neighbors in the Caribbean and West Indies.

When can we most expect to find these tourists in Florida?
The largest groups of avitourists in Florida will occur in the last 2 weeks of April and the first 2 weeks of May during spring migration. This is when birders can really see lots of great birds in a short span of time. Additional spurts of activity will occur around the Thanksgiving and Christmas holidays. Of course, since the birding is always great here, you can expect birders year-round.

How many birdwatching sites are on the Trail?
FGFWFC estimates there are 400-600 sites on the entire Trail. The Atlantic Coast Section is projected to have approximately 150 sites.

When will the Trail be complete?
The Atlantic Coast Phase is projected to be completed by Spring of 2000. Construction on signing and improvements will begin in the summer of 1999. The Atlantic Coast Phase map will be available after improvements are installed in the Summer of 2000. In addition to securing needed funding this spring, trail planners will conduct planning meetings for communities and site holders in mid-to-late summer 1998. Expected completion for Phase II is Spring 2001, Phase III Spring 2002, and Phase IV Spring 2003.

Why are Florida communities so excited about the Trail?
Florida communities are excited because birdwatchers traveling to Florida spend millions of dollars. The Trail offers more sites and more birds for these travelers. The Trail map and guide connects the birdwatcher with local communities through chambers of commerce. Communities rich in resources will hold travelers longer providing opportunities for increased tourism dollars.

Why are birdwatchers excited about the Trail?
For the first time ever, Florida is marketing to traveling birdwatchers with Trail maps showing public and private birding sites in the entire state of Florida and providing with it access to local hotels, restaurants and other goods and services providers. Universal signs with site numbers (corresponding to map) will be installed at all sites. Highway directional signs and additional improvements such as viewing platforms, boardwalks and native plant bird gardens will be installed at many sites to facilitate traveling birdwatchers.

Why is the Trail being designed in four different Phases?
The Trail was designed in four different phases because of the state's size, unique natural features, bird diversity and for ease in planning. By working in manageable sections (i.e. Atlantic Coast, South Florida, Gulf Coast and Panhandle) through the nomination process, more communities and landowners can participate and nominate their existing and new birding sites.

What is a life list?
This is a list that birders maintain to keep up with all the species seen in a lifetime of birding. These folks are serious! For a new "lifer" they even keep details of where, what day, weather conditions and birding companions present.

Why is everyone so interested in birdwatching tourists?
Interested, because this fairly wealthy flock devotes much time, effort and money into their hobby. A 1993-94 study that specifically looked at birding ecotourism on the Corkscrew Swamp Sanctuary Area in southwest Florida found that the economic impact on the local communities surrounding the Sanctuary was estimated to be $9.5 million to local lodging, restaurants and other services.

How do birdwatchers contribute to tourism spending in my community?
Birders contribute in many ways: they stay in hotels overnight; they almost always use restaurants (need coffee and no time to cook); they use airplanes and rental cars which need gasoline; they buy expensive binoculars; they usually target bookstores for guides and references; and they purchase classy, tasteful momentos of their journeys. All this filters back into the local economy.

How do I recognize a birdwatcher when I see one?
They always have binoculars around their neck, usually wear T-shirts with birds on them, consult field guides frequently and wear appropriate outdoor gear like hiking shoes/boots. They are great tourists to have.

What can my community do to hold birdwatchers for an overnight stay?
Your community should provide HABITAT and HOSPITALITY! Offer plenty of moderate priced restaurants, clean, quiet hotel rooms (no late nights for these folks - they rise before dawn), places that open EARLY so they can have breakfast and coffee before 6 am. Sometimes they may want restaurants to pack a lunch. They like local bird checklists, knowing the location of local birding areas and maps showing them how to get there. Communities can set up an updated Bird Information Board that will tell them what special sightings are currently available. Many local Audubon chapters already have a bird sighting hot line. They also really appreciate knowing where to find nearby restrooms during their birding day - but most of all, they want to find birds in their natural habitat.
Since birdwatchers most of all want to find birds, it is very important that local communities have plenty of good habitat to attract birds and birdwatchers. You need to ensure that you have good local birding parks, wildlife refuges, wildlife management areas, natural and restored habitat and good management for birds. And if you really want to pack them in, put in some improvements just for birders. Call Florida Partners in Flight to learn about the new Sharing a Passion for Birds Program which encourages and recognizes communities' important contributions to conservation efforts on properties they own or manage.

What can my business or community do to show good hospitality to these travelers?
Recognize that birdwatchers are using your area. Market and be friendly to them. Let them know you appreciate your business. Birdwatchers spend more money and impact your community less than almost any other tourists. They don't require large capital investments to lure them in - they just want birds!!! Help by keeping plenty of good bird habitat available. Work with and influence your city or county government on this.

CONTACT INFORMATION

Organisations

The Federation of Ontario Naturalists mobilizes action under the slogan "Nature, Pass it On". It produces the quarterly magazine *Seasons*. For information write 355 Lesmill Rd., Don Mills, Ont. M3B 2W8.

The Canadian Nature Federation (CNF) exists for "the promotion of the understanding, awareness, and enjoyment of nature, and the conservation of the natural environment so that the integrity of natural systems is maintained". It produces the magazine *Nature Canada*. For information call (613) 238-6154, or write 1 Nicholas Street, Ste. 606, Ottawa, ON K1N 7B7

The Important Bird Areas Program (IBA) is supported by the CNF, Birdlife International and Bird Studies Canada. Contact Christie Chute, Outreach Co-ordinator, IBA Program, 1 Nicholas Street, Ste. 606, Ottawa, ON K1N 7B7 (613) 562-3447 E-mail: iba@cnf.ca

Birdlife International, RSPB, The Lodge, Sandy Bedfordshire, UK SG19 2DL

The Nature Conservancy of Canada, 794A Broadview Ave., Toronto M4K 2P7, exists "to acquire essential environmental lands in this generation which, if lost, will be lost forever". It uses government grants and matching funds, often quadrupling donations en route to a land purchase. The land - 260 parcels totalling 22,000 hectares to date - is put under suitable government conservation authorities with use or management agreements.

Alberta Birds of Prey Centre, Box 1150 Burrowing Owl Lane, Coaldale, AB T1M 1M9 (403) 345-4262. This is a working conservation centre and attraction, featuring birds of prey of Alberta and world-wide. There are daily flying demonstrations, and endangered species breeding and rehabilitation and release of injured birds.

Canadian Association of Retired Persons (CARP) 27 Queen Street, E. Ste. 1304, Toronto, Ontario, M5C 2M6 (416) 363-8743

Canadian Automobile Association 60 Commerce Valley Drive E. Thornhill, Ontario, L3T 7P9 (905) 771-3120

Canadian Parks and Wilderness Society, 160 Bloor Street E. Sue 1335, Toronto, Ontario M4W 1B9 (416) 972-0868 (also in Saskatoon)

Earthwatch, PO Box 127 Belmont, Mass 02178 (617) 487-3030

Elderhostel Canada 308 Wellington St. Kingston, Ontario K7K 7A7 (613) 530-2222. Prairie Ederhostel Director is Diane Osberg, Box 31, Site 7, RR#1, Priddis, AB, T0L 1W0 (403) 949-2165, E-mail: bdosberg@telusplanet.net

Federation of Ontario Naturalists 355 Lesmill Road, Don Mills, Ontario M3B 2W8 (416) 444-8419

Saskatchewan Wildlife Federation, 444 River St. W., Moose Jaw, S6H 6J6 (306) 692-8812

Saskatchewan Farm Vacations Association, Box 24, Bateman, Saskatchewan S0H 0E0 (306) 648-3530

Saskatchewan Watchable Wildlife Association (SWWA) Rodger Pitstick Box 706, Wadena, SK, S0A 4J0 (306) 338-2273

Sierra Club of Western Canada 1525 Amelia St. Victoria, BC V8W 2K1 (604) 386-5255

Wetlands International - The Americas, Ste. 200, 7 Hinton Ave. North, Ottawa, ON K1Y 4P1 (613) 722-2090

The Great Texas Coastal Birding Trail, Texas Parks & Wildlife Department, 4200 Smith School Road, Austin, Texas 78744 (512) 389-4772 Web: www.tpwd.state.tx.us

The Great Florida Birding Trail, Nancy Jordan or Lora Silvanima, FGFWFC, 620 S. Meridian Street, Tallahassee, FL 32399, (850) 488-4676

The National Fish and Wildlife Foundation publishes the *Directory of Birding Festivals*, 1120 Connecticut Ave. NW, Ste. 900, Washington, DC 20036 USA

Other

The *Canadian Directory to Foundations*, published by the Canadian Centre for Philanthropy, 74 Victoria St. Ste. 920, Toronto, Ontario, M5C 2A5 lists all the foundations in Canada, and those in the USA that have provided grants in Canada, and provides addresses, purpose, interest, limitations how to apply. 416 368-1138.

TRAVEL AGENCIES, TOUR COMPANIES AND SUPPLIERS

Manitou Springs Mineral Spa, PO Box 967 Watrous, Saskatchewan, S0K 4T0 306 946-3949

Quest Nature Tours 36 Finch Avenue W. North York, Ontario M2N 2G9 416 221-3000 1-800-387-1483

Questers Worldwide nature Tours 257 Park Avenue S. NY NY 10010 1-800-468-8668

Riding Mountain Nature Tours Box 429 Erickson, Manitoba R0J 0P0 204 636-2968

Senior Citizens Tour & Travel 225 Eglinton Ave. W. Toronto, Ontario M4R 1A9, 416 322-1500 1-800-268-3492.

Ulysses Travel Bookshop 101 Yorkville Ave. Toronto, Ontario, 416 323-3609.

Canadian Nature Tours, 355 Lesmill Road, Don Mills, Ontario M3B 2W8 416 444-8419

Nature Travel Service, 6372 Montrose Road, Niagara Falls, Ontario, L2H 1L6 416 356 1089

BIRD TOUR OPERATORS

These are perhaps some of the better known tour operators specializing in birding. The companies are listed alphabetically by state, but many offer tours throughout the United States or to other parts of the world. Also included are tour operators or guides that office outside the US and birding lodges and destinations.

Finally, this list includes some information on pelagic trips, but it is not comprehensive. The January 1996 issue of Winging It, published by the ABA, is an excellent resource for pelagic trips, where and when they occur, who runs them and the birds which can be expected.

US Tour Operators

Alabama International Expeditions One Environs Park - Helena, Alabama 35080 1-800-633-4734 **Alaska** Alaska: Wilderness Birding Adventures PO Box 10-3747 Anchorage, AK 99510-3747 Phone/Fax:907-694-7442 Discovery Voyages Box 1500 - Cordova, AK 99574 Phone: 800-324-7602 Small ship bird & wildlife cruises.	Steller Wildlife & Exploring 403 Lincoln Street, Ste. 234, Sitka AK 99835 Phone: 907-747-6157 - Fax: 907-747-3462 - E-mail: 71610.3500@compuserve.com Half, full, and multi-day cruises to the seabird colony at St. Lazaria Island National Wildlife Refuge. Boats from 28-60 feet. St. Paul Island Tour 1500 West 33rd Ave., Suite 220 Anchorage, AK 99503 Phone:800-544-2248 - Fax:907-278-2316

Delaware
Focus on Nature Tours
Box 9021
Wilmington, DE 19809
Phone: 302-529-1876 Fax: 302-529-1085 - E-mail: FONT@wittnet.com

Florida
Bird Bonanzas, Inc.
P.O. Box 611563--North Miami, FL 33161
Phone: 305-895-0607 - Fax: 305-892-1752

Explorations, Inc.
27655 Kent Rd.
Bonita Springs, FL 33923
Phone: 800-446-9660 Fax: 941-992-7666

Bird tours to the Amazon Basin
Florida Nature Tours
Box 5643 - Winter Park, FL 32793-5643
Phone:407-273-4400
Dry Tortugas and south Florida

Woodstar Tours Inc.
908 S. Massachusetts Ave.
De Land, FL 32724-7022
Phone: 904-736-0327

Hawaii
East-West Discovery
P.O. Box 69
Volcano, HI 96785
Phone: 808-985-8552 - Fax:808-967-8525 - E-mail:eastwest@interpac.net
Specializes in the Russian Far East

Hawaii Forest and Trail
P.O. Box 2975 - Kailua-Kona, HI 96745
808-329-1993

Arizona
Borderland Tours 2550 W. Calle Padilla - Tuscon, AZ 85745 Phone: 800-525-7753

North Star Alaska Box 1724 Flagstaff, AZ 86002 Phone: 800-258-8434 - Fax: 520-773-9917 Alaska birding tours.

Wings P.O. Box 31930--Tucson, AZ 85751 Phone: 520-749-1967--Fax: 520-749-3175--EMail: wings@rtd.com

California
Cheeseman's Ecology Safaris 20800 Kittredge Rd. --Saratoga, CA 95070 1-800-527-5330

Olga Clarke's The Best of Costa Rica and Panama
2027 El Arbolita Dr. Glendale, CA 91208
Phone/Fax: 818-249-5537

Galapagos Travel P.O.Box 1220 San Juan Bautista, CA 95045-1220 Phone:800-969-9014 Fax: 408-623-2923 - E-mail:74072.1127@compuserv.com

Galapagos Islands
Jeff Goodwin Birding Adventures
8492 Gravenstein, Suite C139
Cotati, CA 94931
Phone: 707-794-9361 - Fax:707-794-7297

Inca Floats
1311 63rd St.
Emeryville, CA 94608
Phone: 510-420-1550

Los Angeles Audubon Society
7377 Santa Monica Blvd.
West Hollywood, CA 90046
Phone: 213-876-0202
Operates several pelagic trips each year.

Shearwater Journeys
P.O. Box 1445 - Soquel, CA 95073
408-688-1990
Specialists in pelagic trips, especially in Monterey County, California.

Colorado

American Birding Association Tours(ABA)
P.O.Box 6599 --Colorado Springs, CO 80934
Phone:800-634-7736 --Fax: 800-590-2473

Tours world wide.
Bellbird Safaris, Inc.
P.O. Box 158 - Livermore, CO 80536
Phone-800-231-2928
Specialize in Southern Africa

Michigan
Sault Convention and Visitors Bureau
Whitefish Point Bird Observatory
2581-I75 Business spur - Sault Ste. Marie, Michigan 49783
Guided tours in January and February for owls including Great Gray, Boreal and Hawk Owl.

Montana
Centennial Birding Tours
PO Box 741
Phone:406-683-5592
Montana and Yellowstone National Park
New Hampshire

Winchester Tours
P.O. Box 706
New London, NH 03257
Phone: 800-391-2473 or 603-526-9270

North Carolina
Pterodroma Ptours
303 Dunhagen Place
Cary, NC 27511
Phone: 919-460-0338
Pelagic trips off the North Carolina coast

Illinois
Attour, Inc.
2027 Partridge Lane
Highland Park Village, IL 60035
Phone:708-831-0207 - Fax: 708-831-0309

Grus Expeditions
53 W. Jackson Blvd., Suite 1350 - Chicago, IL 60604
Phone: 312-663-1800 Fax: 312-663-9405 URL: www.grus.com
Tours to the Russian Far East

Tropical Birding Adventures, Inc.
PO Box 81888
Chicago, IL 60681
Phone:800-GO-2-BIRD - Fax: 312-777-2923

Maryland
Audubon Naturalist Society
8940 Jones Mill Rd.
Chevy Chase, MD 20815
Phone:301-652-9188 - Fax:301-951-7179

New Jersey
Neotropic Bird Tours
38 Brookside Ave.
Livingston, NJ 07039
Phone: 201-716-0828 - Fax: 201-884-2211

Virgina
Brian Patterson, Inc.
Box 1135
Amherst, VA 24521
Phone:804-933-8687
Mid-Atlantic seaboard pelagic trips.

Maine
Bold Coast Charter Co., Captain Andrew Patterson
Box 364
Cutler, ME 04626
Phone: 207-259-4484
E-Mail: afp@maine.com – URL: http://www.maine.com/afp
Landings on Machias Seal Island for puffins/razorbills/terns.

Captains John Norton and Barna Norton
RR#1, Box 990
Jonesport, ME 04649
Phone: 207-497-5933
Trips to Machias Seal Island for Atlantic Puffin and pelagics on the way. Late May thru August.

Marine Atlantic ie the Bluenose Ferry
Box 250
North Sydney, Nova Scotia B2A 3M3
Phone:800-341-7981 or 902-794-5700
Famous 6 hour ferry ride from Bar Harbor, Maine to Yarmouth, Nova Scotia. Pelagics include Manx Shearwater, Wilson's and Leach's Storm petrals and many others.

Sea Bird Watcher Co.
52 West. St.
Bar Harbor, ME 04069
Phone: 1-800-247-3794 or 1-207-288-2025
Puffin and Whale cruises

Massachusetts
Massachusetts Audubon Society
Natural History Travel - Lincoln, MA 01773
1-800-289-9504 or 617-259-9500
A variety of trips including pelagic expeditions(508-349-2615 for pelagic trip info.) from Cape Cod.

Missouri
Clipper Cruise Lines
7711 Bonhomme Ave.
St.Louis, MO 63105
Phone:800-325-0010 - Fax: 314-727-6576
Small ship adventure cruising

Minnesota
Focus Tours
14821 Hillside Lane, No. 25
Burnsville, MN 55306
Phone/Fax: 612-892-7830
South American Bird Tours

Washington
Eagle-Eue Tours Inc.
P.O. Box 5010
Point Roberts, WA 98281
Phone:1-800-373-5678

Pandion Nature Tours
14175 Henderson Rd.
Bainbridge Island, WA 98110
Phone:206-842-8138 Fax:206-842-7106 - E-mail: geopandion@aol.com

Pacific Catalyst
313 Jackson St.
Port Townsend, WA 98368
Phone:360-385-2793 - Fax: 360-385-2793 - E-mail: catalyst@olympus.net

Westport Seabirds
3041 Eldridge
Bellingham, WA 98225
Phone360-733-8255
pelagic trips

Zegrahm & Eco Expeditions
1414 Dexter Ave. N #327 - Seattle, WA 98109
Phone: 800-628-8747 Fax:206-285-5037 - E-mail: zegrahm@accessone.com

Pennsylvania
Birding Adventures
201 Elm Ave.
Swarthmore, PA 19081
Phone: 610-543-8360

Treks
Route 2, P.O. Box 210 - Kempton, PA 19529
Phone: 610-756-4486 Fax: 610-756-4402 E-Mail: NATURECORP@AOL.COM

Tours worldwide
Early Bird Nature Tours
63 South Park Ave.
Coatesville, PA 19320
Phone:610-383-8840 Fax: 717-548-3327

New York
King Bird Tours
P.O. Box 196--Planetarium Station--New York, NY 10024
212-866-7923
Asian tours
Wonder Bird Tours
Box 2015
New York, New York 10159
Phone: 800-BIRDTOUR - Fax: 212-736-0965

Texas
Victor Emanuel Nature Tours
P.O. Box 33008 — Austin, TX 78764
1-800-328-VENT or fax at 512-328-2919. E-mail at VENTBIRD@aol.com

Clockwork Travel
5210 Pershing Ave. - Ft. Worth, TX 76107
Phone: 800-752-6246 - Fax: 817-735-8930
Specializes in Latin America
field guides Incorporated
P.O. Box 160723—Austin, TX 78716
Phone-512-327-4953—Fax-512-327-9231

Pinfeathers Tours
Box 38157 - Houston, TX 77238-8157
Covers the upper Texas coast, the lower valley and Edwards Plateau.
Texas Bird Trail and other local Texas tours/guides.

Whooping Crane Tours
2637 Harbor Cove #10D - Rockport, TX 78362
Phone: 800-782-BIRD or 512-749-5760
75 ft. catamaran for viewing Whooping cranes, gulls, terns and shorebirds.

Tennessee
OBServ, Inc.
3901 Trimble Road
Nashville, TN 37215
Phone: 615-292-2739 - Fax: 615-292-0955
Latin American birding

Wisconsin
Ram Associates
1319 Oakwood Ave.
Menomonie, WI 54751
Phone: 715-235-5174

International Tour Operators or Guides/Specialists (non US)

Australia
Andrew Anderson's Australasian Birding Services
P.O. Box 7999
Cairns, 4870 Australia
Phone: (61)-7032-3387 - Fax:(61)-7032-3387
Australia and New Guinea
Inland Bird Tours
P.O. Box 382
Balwyn 3103
Victoria, Australia
Phone/Fax: (61)-3981-76555
Kirrama Wildlife Tours
Box 133
Silkwood 4856 Australia
Phone: (61)-7065-5181 - Fax: (61)-7065-5197

Canada
Eagle-Eye Tours
Box 94672
Richmond, BC
Canada V6Y 4A4
Phone: 604-231-9661 Fax: 604-231-9482 E-mail: birdtours@eagle-eye.com URL: http://www.eagle-eye.com/birdtours/
Churchill Wilderness Encounter
Box 9
Churchill, Manitoba R0B 0E0
Canada
Phone: 800-265-9458 Fax: 204-675-2045
The Wilderness Box
Box 33072
Halifax, NS
Canada
Phone: 800-575-wild or Phone/Fax: 902-425-9453
Point Pelee Birding - Alan Wormington RR#1
Leamington, ON N8H 3V4 Canada
Phone:519-326-0687

Hong Kong
Kingfisher Tours
2 Villa Paloma
Shuen Wan, Tai Po
Hong Kong
Phone: (852)-2665-8506 Fax:

Singapore
BLK 127, Tampines St. 11
#09-444, Singapore 1852
(65)-787-7048 or (65)-787-4733

Zimbabwe
On Safari International PO Box BW594 Borrowdale Harare, Zimbabwe Phone/Fax: (263)-449-7746 Zimbabwe and Southern Africa

Costa Rica
Birdwatch Costa Rica
Box 7911
San Jose, Costa Rica
Fax: (506)-228-1573
Snowcap Tours
Apdo. 12071-1000
San Jose, Costa Rica
Phone/Fax: 506-267-7138
Safaris Corobici
Birdwatching Raft Trips
http://www.nicoya.com/
Solimar
P.O. Box 164-3000

Costa Rica
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Quill Lakes Workshop: the Extent of Site Facilities, Viewing Structures & Interpretive Information Exist or are Desired

Site facilities	None	Now	Needed
Trash cans	√ Wa	√√√ Wa √ some region	√ more Region
Restrooms		√√√ Wa√ some region	√ Wy √ Wa √ more Region
Directional Signs		√ Wy √√ Wa √ some region	some available but larger Wy. √√ Wa (need now) need highway signs & turn off signs√ Region √ YH Hwy. to envelope the whole area √in all locations
Trails, boardwalks		√√ √√Wa √ only 2 sites B	√ Wy √ some
Viewing blinds	√ region √ regionB	√√ Wa	√ Wy √ Wa√ Region√ more Region
Viewing platforms	√ regionB	√√√ Wa √ Foam Lake	√ Wy
Viewing towers		√√√√ Wa √ some region (2)	√ Wy √adequate region
Interpretive signing	√ region	√√√ Wa√ some region	√ Wy √ Wa need more signage here √ Region √ in all region locations
Interpretive kiosk	√ Wa	√ some region	√ Wy √ Wa need kiosk & display at some point √ in all region locations
Brochures	√ region	Available at Interp. Centre Wy √√ Wa	√ Wa (redo) √ region √ regional map
Visitor centre	√ Wa √ region	√ Wy	√ Wa √ Region centralised information to show the area explicitly √ Wy √ info centre
Guided tour	√ Wa	√Quill L √region √one operator	√√ Wa (offer someone the site to use) Kerry Holderness √ region √ market dependent
Self-guided tour		√ Wy √√√ Wa √ FL √ All region	Brocnures to help independent groups √ Wa possibly by today's standards this is unmanageable √ expand

√ indicates number of participants who shared that view and the community they represent:
Wa - Wadena; Wy - Wynyard; FL - Foam Lake: Region - those from "regional umbrella organisations"

Chaplin Lakes Workshop: Most Important Priorities

Priorities	Action
MOOSE JAW • want to develop visitor signage and get more dollars from the visitors	• work with the city on signage • identify $ sources • work with the Great Trails Getaway Region outside the city
REGINA • FM radio for Wascana for multi attractions, of which bird trails would be but one topic	• seek information about FM radio, and investigate logistics
HERBERT • work with neighbours • tap in to the Railway station house and Francis Lake • have a tour which ties in to provide a tourism service(they have facilities already)	• undertake local brainstorming • elk farms • ostrich farms
MORSE • they have not thought about this topic before • want to start to learn • signage • (already get 10 schools from out of town visiting the museum, with, for example 66 visitors in one day, which is rather a lot to work with at one time. Tying in bird watching would work very well, so children could have full day tours • Morse has a variety of birds, not just shorebirds & DU are interested in REED lake	• Develop a committee • develop familiarity with what is on the lake
CHAPLIN • develop other highway businesses (e.g., lodging) • develop an open park shelter • develop marketing programs for the nature centre, with a dedicated marketing person for this • the nature centre is getting too big for volunteers	• Consider a festival • Consider a festival involving all three local communities (e.g., over a long weekend)
OTHER • develop an internet site • develop a web page and involve the high schools who might do this as a student exercise	

Chaplin Lake & Quill Lakes Workshops: Potential Partners

Partners	Benefits
International	
Wetlands International	WHSRN could help funding surveys & infrastructure
Soil & Water Conservation Society SWCS	
Federal Agencies	
Environment Canada	monitoring
Action 21	$, shorebird research, education, resources
Canadian Wildlife Service	promotion, education info & biological surveys
Agriculture Canada - Prairie Farm Rehabilitation Administration (PFRA)	research, funding for infrastructure & education
Canadian Adaptation & Rural Development Fund (CARD)	$
Innovative Fund	$
Prairie Habitat Joint Venture	promotion
Canadian Tourism Commission	
Provincial Agencies	
Saskatchewan Wetlands	monitoring
Saskatchewan Environment & Resource Management (SERM)	education
Saskatchewan Wetlands Conservation Corporation (SWCC)	motivation & tech. support, knowledge, leadership & $
Rural Economic Development Assoc. (REDA)	$, infrastructure & marketing
Saskatchewan Highways	signage, $, approvals
Ventures (Wayne Cameron) Yorkton	
Saskatchewan Lotteries	$
Saskatchewan Film	possible location site
Saskatchewan Tourism	marketing
CBC Saskatchewan	nature based films
Municipal Level	
municipalities	$, support, community development
Foundations	
Saskatchewan Heritage Foundation	$, (granting organisation)
Conservation Groups	
Ducks Unlimited	membership, community development, habitat development & support, education, promotion, tech support, expand funding, infrastructure, land management$ support, knowledge & conservation, staff, materials for handouts
Saskatchewan Wildlife Federation	membership, community development, habitat development & support, cooperation (land use) $, local project development, support, labour
Wildlife Habitat Canada	Potential leader for education & economic surveys
Nature Saskatchewan	education, membership, habitat development & support, moral support, potential $ for biological surveys $, support